

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
V.G.'s Food Center, Inc.		12/29/2008	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Prevo's Family Markets, Inc.		
<b>Street Address:</b>	850 76th Street SW		
<b>City:</b>	Grand Rapids		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	49518		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77613888	VG'S	
<b>Serial Number:</b>	77613915	WELLNESS CLUES	
<b>Serial Number:</b>	77613936	EAT WELL FOR LIFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(616)222-2479		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	616-752-2479		
<b>Email:</b>	skeller@wnj.com		
<b>Correspondent Name:</b>	R. Scott Keller		
<b>Address Line 1:</b>	111 Lyon St NW		
<b>Address Line 2:</b>	900 Fifth Third Center		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49503		
<b>ATTORNEY DOCKET NUMBER:</b>	31221.121102		
<b>NAME OF SUBMITTER:</b>	R. Scott Keller		

OP \$90.00 77613888

Signature:

/rsk/

Date:

01/06/2009

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, V.G.'s Food Center, Inc., a Michigan corporation, ("Assignor"), is the owner of certain registered and unregistered trademarks, service marks, and trademark registrations listed in Exhibit A to this Assignment (the "Marks") and the United States and Michigan Trademark Registrations and Applications regarding the Marks listed on Exhibit A (the "Registrations and Applications")

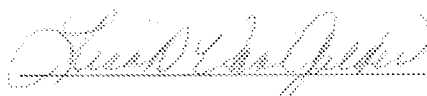
WHEREAS, as part of a sale of assets, Assignor wishes to transfer all right, title and interest in the Marks and Registrations and Applications to Provo's Family Markets, Inc., a Michigan Corporation ("Assignee").

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the Registrations and Applications.

The transfer and assignment of the Marks and Registrations and Applications accomplished by this Trademark Assignment is for and in consideration of the payment of good and valuable consideration pursuant to a certain Asset Purchase Agreement (the "Agreement") dated as of October 13, 2008, as amended, and entered into by and among Assignor, VG's Pharmacy, Inc., and Family Fare, LLC (an Affiliate of Assignee). Capitalized terms used in this Trademark Assignment, unless otherwise defined herein, have the respective meanings ascribed to them in the Agreement.

Notwithstanding any other provision of this Trademark Assignment, nothing contained herein shall in any way supersede, modify, replace, amend, change, rescind, waive, or otherwise affect any of the provisions set forth in the Agreement. This Trademark Assignment being intended only to effect the transfer and assignment of the Marks and Registrations and Applications to Assignee pursuant to the Agreement.

V.G.'S FOOD CENTER, INC.

  
Date: 12/29/08

1618375

## Exhibit A

Mark	U.S. or Michigan Registration or Application Number
VG'S	77613888 (U.S.) M03529 (MI)
VG'S ADVANTAGE PLUS PREFERRED CUSTOMER CARD	M03531 (MI)
VG'S ZOO CREW KIDS CLUB	M03533 (MI)
MY GROCERIES @ VGS YOUR PERSONAL SHOPPING SERVICE AND DESIGN	M03535 (MI)
WELLNESS CLUES	77613915 (U.S.)
EAT WELL FOR LIFE	77613936 (U.S.)