

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Kroger Co.		09/04/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	The Kroger Co. of Michigan		
Street Address:	18334 Laurel Park Drive		
City:	North Livonia		
State/Country:	MICHIGAN		
Postal Code:	48152-2686		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77785066	LILLIES FOR THE FILLIES	
CORRESPONDENCE DATA			
Fax Number:	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	sftrademarks@pillsburylaw.com		
Correspondent Name:	Ariana Gallisa		
Address Line 1:	P.O. Box 7880		
Address Line 2:	Calendar/Docketing Dept.		
Address Line 4:	San Francisco, CALIFORNIA 94120-7880		
ATTORNEY DOCKET NUMBER:	061148/0382360		
NAME OF SUBMITTER:	Ariana Gallisa		
Signature:	/Ariana Gallisa/		
Date:	09/08/2009		

CH \$40.00 77785066

Total Attachments: 1

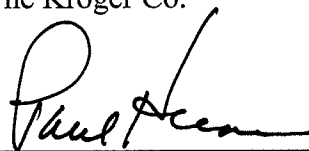
source=LILLIES FOR THE FILLIES - Assignment - September 8 2009#page1.tif

TRADEMARK
REEL: 004058 FRAME: 0053

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, The Kroger Co, an Ohio Corporation having its principal place of business at 1014 Vine St. Cincinnati, Ohio 45201 does assign, transfer, and convey effective as of the date this instrument is signed to The Kroger Co. of Michigan, a Michigan Corporation, all right, title and interest in the United States in and to the mark LILLIES FOR THE FILLIES, filed July 20, 2009 and assigned U.S. Serial Number 77785066; and the goodwill symbolized by and associated with the use of same; together with all rights and causes of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue and recover for past infringement, and to receive all damages, payments and costs and fees associated therewith.

The Kroger Co.



Paul W. Heldman
Executive Vice President,
Secretary & General Counsel
September 4, 2009