

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.		10/29/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	The Kroger Co. of Michigan		
Street Address:	40399 Grand River Avenue		
City:	Novi		
State/Country:	MICHIGAN		
Postal Code:	48375		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3530487	THE GOVERNOR'S CUP	
Registration Number:	3556487		
CORRESPONDENCE DATA			
Fax Number:	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-983-1802		
Email:	sftrademarks@pillsburylaw.com		
Correspondent Name:	Richard L. Kirkpatrick		
Address Line 1:	P.O. Box 7880		
Address Line 2:	Calendar/Docketing Department		
Address Line 4:	San Francisco, CALIFORNIA 94120-7880		
ATTORNEY DOCKET NUMBER:	061148-0383438		
NAME OF SUBMITTER:	Richard L. Kirkpatrick		
Signature:	/Richard L. Kirkpatrick/		

CH \$65.00 3530487

Date:

11/16/2009

Total Attachments: 2

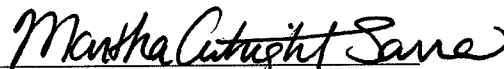
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ASSIGNMENT

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 marks shown on Schedule A, hereto; the registrations thereof; 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.



Martha Cutright Sarno

Assistant Secretary

October 29, 2009

SCHEDULE A

Mark	U.S. Registration Number	Issued
The Governor's Cup	3,530,487	November 22, 2008
Image of a trophy with a cup and figures of football players supported by pillars standing on a round base	3,556,487	January 6, 2009