

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		CHANGE OF NAME	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Greenwise		04/14/2010	Entity does not exist. Data entry error on original trademark application.:
RECEIVING PARTY DATA			
Name:	Publix Asset Management Company		
Street Address:	3300 Publix Corporate Parkway		
City:	Lakeland		
State/Country:	FLORIDA		
Postal Code:	33811		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77873112	GREENWISE	
CORRESPONDENCE DATA			
Fax Number:	(813)984-3070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	813-984-3060		
Email:	trademarks@tlolawfirm.com		
Correspondent Name:	Karen Lee		
Address Line 1:	PO Box 2602		
Address Line 4:	Tampa, FLORIDA 33601		
ATTORNEY DOCKET NUMBER:		FIRM CHARGE, KL ERROR	
NAME OF SUBMITTER:		Karen Lee	
Signature:		/karen lee/	

OP \$40.00 77873112

900159679

**TRADEMARK
 REEL: 004185 FRAME: 0881**

Date:

04/14/2010

Total Attachments: 1

source=GREENWISE Owner Name Change, J. Lake Affidavit#page1.tif

Serial No.: 77/873,112
GREENWISE

AFFIDAVIT OF JAMES B. LAKE

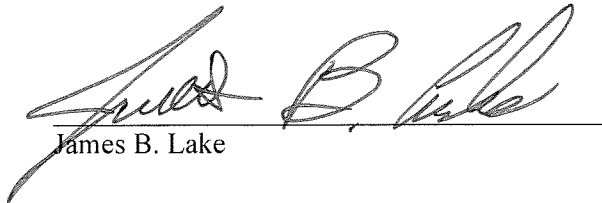
STATE OF FLORIDA
COUNTY OF HILLSBOROUGH

On this day personally appeared James B. Lake, who was sworn and upon personal knowledge says:

1. My name is James B. Lake. I am one of the appointed attorneys listed on the trademark application to which the Patent and Trademark Office assigned Serial Number 77/873,112.
2. The purpose of this affidavit is to correct a data entry error made on the original application.
3. When this application was entered electronically, it appears that the owner name was inadvertently typed as "Greenwise." GREENWISE is the mark, not the owner name. The correct owner name is "Publix Asset Management Company." The owner is otherwise correctly identified in the application. See also Reg. Nos. 3,753,274, 3,546,815, 3,328,951, 3,274,071, and others.
4. Therefore, we request that the Office list "Publix Asset Management Company" as the owner of this mark.

AFFIANT SAYS NOTHING FURTHER

DATED this 14th day of April, 2010.



James B. Lake

STATE OF FLORIDA
COUNTY OF HILLSBOROUGH

The foregoing instrument was subscribed and sworn to before me this 14 day of April 2010, by JAMES B. LAKE, who is personally known to me.

(SEAL)

Printed/Typed Name: Marilyn Y. Greene
 Notary Public State of Florida
 Commission Number:

