

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
Ralphs Grocery Company		04/29/2010	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: 1			
Property Type	Number	Word Mark	
Registration Number:	2935500	LOW PRICES AND A WHOLE LOT MORE	
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:	089216-0283418		
NAME OF SUBMITTER:	Richard L. Kirkpatrick		
Signature:	/Richard L. Kirkpatrick/		
Date:	05/03/2010		

CH \$40.00 2935500

Total Attachments: 1

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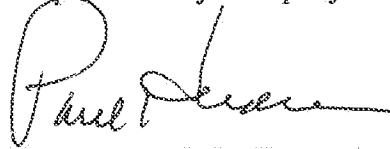
WHEREAS, Ralphs Grocery Company, a corporation organized under the laws of the State of Ohio, having its principal office at 1100 West Artesia Blvd., Compton, California 90220 (hereinafter the "Assignor"), is the owner of the entire right, title and interest in, to and under the mark LOW PRICES AND A WHOLE LOT MORE, U.S. Registration No. 2935500 (the "Mark");

WHEREAS, The Kroger Co. of Michigan, a corporation organized under the laws of the State of Michigan and having its principal office at 40399 Grand River Avenue, Suite 110, Novi, MI 48375 (hereinafter the "Assignee") desires to acquire the entire right, title and interest into and the Mark, including the goodwill of the business with which the Mark is used, and the registration therefore;

NOW, THEREFOR, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the Assignor hereby sells, assigns and transfers to the Assignee and its successors, Assignor's entire right, title and interest in, to and under the Mark and the registration thereof, together with the goodwill of the business in connection with which the Mark is used.

Witness my hand this 29th day of April, 2010.

Ralphs Grocery Company



Paul W. Heldman
Vice President and Secretary

STATE OF OHIO)
)ss:
COUNTY OF HAMILTON)

On this 29th day of April, 2010, before me personally appeared Paul W. Heldman, Vice President and Secretary of Ralphs Grocery Company, known to me to be the same person who duly acknowledged the signing of the foregoing assignment to be his voluntary act and deed on behalf of assignor and who executed the same for the uses and purposes therein specified.


Notary Public - Ohio

ERIN C. DRISKELL
Notary Public, State of Ohio
My Commission Expires
March 15, 2015