

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Pacific Village, LLC		11/10/2010	LIMITED LIABILITY COMPANY: OREGON
<b>RECEIVING PARTY DATA</b>			
Name:	New Seasons Market LLC		
Street Address:	2004 N. Vancouver Avenue		
City:	Portland		
State/Country:	OREGON		
Postal Code:	97227		
Entity Type:	LIMITED LIABILITY COMPANY: OREGON		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	2992210	PACIFIC VILLAGE	
Registration Number:	2992211	PACIFIC VILLAGE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(503)778-5499		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	503-778-5320		
Email:	almurray@dwt.com		
Correspondent Name:	J. Alfred Murray, Davis Wright Tremaine		
Address Line 1:	1300 SW Fifth Avenue, Suite 2300		
Address Line 4:	Portland, OREGON 97201-5630		
ATTORNEY DOCKET NUMBER:	82570-16 RN 2992210		
NAME OF SUBMITTER:	J. Alfred Murray, Davis Wright Tremaine		
Signature:	/J. Alfred Murray/		

**CH \$65.00 2992210**

**900177425**

**TRADEMARK  
 REEL: 004414 FRAME: 0324**

Date:

11/15/2010

Total Attachments: 1

source=PACIFIC VILLAGE assignment signed#page1.tif

**TRADEMARK ASSIGNMENT**

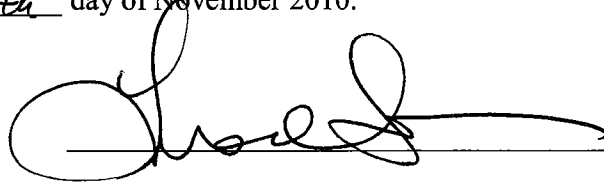
WHEREAS, Pacific Village, LLC (“Assignor”), an Oregon limited liability company, is the owner of the following trademark and associated registrations:

Jurisdiction	Mark	Registration No.
United States (Federal)	PACIFIC VILLAGE	2,992,210
United States (Federal)	PACIFIC VILLAGE	2,992,211

WHEREAS, New Seasons Market LLC (“Assignee”), an Oregon limited liability company with a principal place of business at 2004 N. Vancouver Avenue, Portland, Oregon 97227, U.S.A., is desirous of acquiring said trademark and registrations:

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the above trademark and registrations, and all other names and marks similar to or based upon the PACIFIC VILLAGE mark (“Names and Marks”); the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the Names and Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Assignor has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

Signed at Portland, Oregon this 10<sup>th</sup> day of November 2010.



Pacific Village, LLC  
Assignor  
By: Lisa Sedlar, President