

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		To correct an error in a cover sheet previously recorded at REEL/FRAME 2742/0813, namely, correction of assignor name	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PIGGLY WIGGLY COMPANY		08/23/2003	CORPORATION: OKLAHOMA
RECEIVING PARTY DATA			
Name:	PIGGLY WIGGLY LLC		
Street Address:	7 CORPORATE DRIVE		
City:	KEENE		
State/Country:	NEW HAMPSHIRE		
Postal Code:	03431		
Entity Type:	LIMITED LIABILITY COMPANY: NEW HAMPSHIRE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2356588	DOWN HOME, DOWN THE STREET	
CORRESPONDENCE DATA			
Fax Number:	(405)228-7305		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	405-235-9621		
Email:	michael.labrie@mcafeetaft.com		
Correspondent Name:	Michael J. LaBrie		
Address Line 1:	211 North Robinson		
Address Line 2:	10th Floor - Two Leadership Square		
Address Line 4:	Oklahoma City, OKLAHOMA 73102-7103		
ATTORNEY DOCKET NUMBER:	43080.22		
NAME OF SUBMITTER:	Michael J. LaBrie		
Signature:	/Michael J. LaBrie/		

900178426

**TRADEMARK
 REEL: 004429 FRAME: 0293**

CH \$40.00 2356588

Date:

12/10/2010

Total Attachments: 4

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PIGGLY WIGGLY
ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY, dated as of August 23, 2003 (this "Assignment") by Fleming Companies, Inc., an Oklahoma corporation, Piggly Wiggly Company, an Oklahoma corporation (each, an "Assignor" and collectively, the "Assignors"), in favor of Piggly Wiggly LLC, a New Hampshire limited liability company ("Assignee") with its principal place of business at 7 Corporate Drive, Keene, NH 03431.

WITNESSETH

WHEREAS, Assignors and C&S Acquisition LLC ("C&S") are among the parties to that certain Asset Purchase Agreement, dated as of July 7, 2003 (the "Agreement"), pursuant to which Assignors have agreed to sell, assign, transfer and deliver to C&S (or its designee) and C&S has agreed to (or to have its designee) purchase, acquire and take assignment and delivery of the Acquired Assets (as defined in the Agreement).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignors do hereby sell, assign, transfer and deliver to Assignee all of Assignors' and their Affiliates' (as defined in the Agreement) right, title, and interest in and to:

All trademark and domain name registrations and applications set forth on Attachment I, and all domain names, trademarks, tradenames, service marks, designs, logos, emblems, signs or insignia, slogans, other similar designations of source or origin and general intangibles of like nature, that are confusingly similar, parts or variations of the trademark and domain name registrations and applications set forth on Attachment I, together with the registrations and applications for registrations pertaining to any of the foregoing, all goodwill associated therewith, and rights to sue for past Infringement (as defined in the Agreement) thereof, and all rights corresponding to the foregoing throughout the world.

Assignors further agree, without further consideration, to cause to be performed such lawful acts and to execute such further assignments and other lawful documents as Assignee may reasonably request to effectuate fully this Assignment.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be executed by the signature of its duly authorized officer as of the date above first written.

ASSIGNORS:

Fleming Companies, Inc.
Piggly Wiggly Company

By: Ted Stagu
Authorized Signatory

Acknowledged and
Accepted:

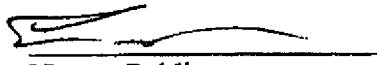
ASSIGNEE:
Piggly Wiggly LLC

By: JTD
Name: James T. Duncan
Title: Senior Vice President

STATE OF)
) SS.
COUNTY OF)

I, a notary public, in and for the county and state aforesaid, do hereby certify that Ted Stenyer personally known to me to be the authorized signatory for Fleming Companies, Inc., an Oklahoma corporation, and Piggly Wiggly Company, an Oklahoma corporation, appeared before me this day in person and acknowledged that (s)he signed the above and foregoing instrument as his/her free and voluntary act and as the free and voluntary act of said corporations pursuant to authority granted to him/her by the board of directors of said corporations for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 23rd day of August, 2003.



Notary Public

ATTACHMENT I TO ASSIGNMENT OF INTELLECTUAL PROPERTY

Trademarks

<u>Legal Entity</u>	<u>Mark</u>	<u>Type</u>	<u>Registration</u>
Piggly Wiggly Company	DOWN HOME, DOWN THE STREET	Federal	2,356,588
Piggly Wiggly Company	JIF-E MART	Federal	1,035,066
Piggly Wiggly Company	MR. PIG DESIGN	Federal	2,343,013
Piggly Wiggly Company	PIG Design	Federal	698,275
Piggly Wiggly Company	PIG Design	Federal	698,275
Fleming Companies, Inc.	PIG Design	Federal	1,555,825
Fleming Companies, Inc.	PIG Design	Federal	583,054
Fleming Companies, Inc.	PIG Design	Federal	583,054
Piggly Wiggly Company	PIG FACE Design	Federal	921,717
Piggly Wiggly Company	PIGGLY PALS STUDIO	Federal	2,239,342
Piggly Wiggly Company	PIGGLY WIGGLY	Federal	921,719
Piggly Wiggly Company	PIGGLY WIGGLY & PIG FACE Design	Federal	914,925
Piggly Wiggly Corporation (now Piggly Wiggly Company)	PIGGLY WIGGLY & Pig Head Design	Canadian	270,698
Piggly Wiggly Company	PIGGLY WIGGLY AND PIG FACE BLOCK LETTER Design	Federal	1,583,733
Piggly Wiggly Corporation (now Piggly Wiggly Company)	PIGGLY WIGGLY PIG Design	Federal	1,555,825
Fleming Companies, Inc.	PIGGLY WIGGLY THE ORIG. SELF SERVICE & Design	Federal	933,394
Fleming Companies, Inc.	PIGGLY WIGGLY WITH PIG FACE AND Design	Federal	1,311,670
Fleming Companies, Inc.	PIGGLY WIGGLY WITH PIG FACE AND Design	Federal	1,521,927
Piggly Wiggly Company	PIGGLY WIGGLY XPRESS & Design	Federal	2,032,509
Piggly Wiggly Company	PIGNET & Design	Federal	2,603,609
Piggly Wiggly Company	PWPETRO	Federal	2,343,545
Piggly Wiggly Company	SUPER 1 FOODS	Federal	1,507,563
Piggly Wiggly Company	SUPER 1 FOODS	Federal	1,564,852
Piggly Wiggly Company	SUPER 1 FOODS	Federal	1,564,852
Piggly Wiggly Company	SUPER ONE	Federal	1,161,474
Piggly Wiggly Company	SUPER ONE & Design	Federal	1,161,473
Piggly Wiggly Company	SUPER ONE FOODS & DESIGN	Federal	Pending

Domain Names

Domain Name
Pigglywiggly.com

Registrant
Fleming Companies, Inc.

Pignet.com

Fleming Companies, Inc.