

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		CHANGE OF NAME	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KPF, LLC		01/26/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Kroger Co.		
<b>Street Address:</b>	1014 Vine Street		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45202		
<b>Entity Type:</b>	CORPORATION: OHIO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3848833		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	415-983-1802		
<b>Email:</b>	sftrademarks@pillsburylaw.com		
<b>Correspondent Name:</b>	Richard L. Kirkpatrick		
<b>Address Line 1:</b>	P.O. Box 7880		
<b>Address Line 2:</b>	Calendar/Docketing Department		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94120-7880		
<b>ATTORNEY DOCKET NUMBER:</b>	061148.0392073		
<b>NAME OF SUBMITTER:</b>	Richard L. Kirkpatrick		
<b>Signature:</b>	/Richard L. Kirkpatrick/		

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**TRADEMARK**  
**REEL: 004461 FRAME: 0849**

Date:

01/27/2011

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, KPF, LLC, a limited liability company organized under the laws of the State of Delaware, having its principal office at 1014 Vine Street, Cincinnati, Ohio 45202 (hereinafter the "Assignor"), is the owner of the entire right, title and interest in, to and under the design mark, U.S. Registration No. 3,848,833 (the "Mark");

WHEREAS, The Kroger Co., a corporation organized under the laws of the State of Ohio and having its principal office at 1014 Vine Street, Cincinnati, Ohio 45202 (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, THEREFORE, 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 26<sup>th</sup> day of January, 2011.

KPF, LLC.

*Christine S. Wheatley*  
Christine S. Wheatley, Secretary

STATE OF OHIO                    )  
  )ss:  
COUNTY OF HAMILTON        )

On this 26<sup>th</sup> day of JANUARY 2011, before me personally appeared Christine S. Wheatley, Secretary of KPF, LLC., 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.

*Margaret E. Wagner*  
Notary Public - State of Ohio



MARGARET E. WAGNER  
Notary Public, State of Ohio  
My Commission Expires  
October 22, 2012