

USPTO
TO: JORDAN S. WEINSTEIN

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COMPANY: 1940 DUKE STREET

Fax Server

TRADEMARK ASSIGNMENT

06/29/2011
900195814

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
Blackhawk Marketing, LLC		02/12/2010	LIMITED LIABILITY COMPANY: <i>Delaware</i>
RECEIVING PARTY DATA			
Name:	Strategic Global Sourcing, LLC		
Street Address:	5918 Stoneridge Mall Road		
City:	Pleasanton		
State/Country:	CALIFORNIA		
Postal Code:	94588		
Entity Type:	LIMITED LIABILITY COMPANY: <i>Delaware</i>		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76609706	CASH 4 YOUR COINS	
CORRESPONDENCE DATA			
Fax Number:	(703) 413-2220		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 412-6442		
Email:	trndocket@oblon.com		
Correspondent Name:	Jordan S. Weinstein		
Address Line 1:	1940 Duke Street		
Address Line 2:	Oblon, Spivak, McClelland, Maier & Neust		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	258373US56		
NAME OF SUBMITTER:	Jordan S. Weinstein		
Signature:	/JSW/		

CH \$40.00 76609706

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Date:

06/29/2011

Total Attachments: 4

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Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED ARE TRUE AND CORRECT COPIES OF ALL DOCUMENTS ON FILE OF "STRATEGIC GLOBAL SOURCING, LLC" AS RECEIVED AND FILED IN THIS OFFICE.

THE FOLLOWING DOCUMENTS HAVE BEEN CERTIFIED:

CERTIFICATE OF FORMATION, FILED THE EIGHTH DAY OF AUGUST, A.D. 2003, AT 8:46 O'CLOCK P.M.

CERTIFICATE OF AMENDMENT, CHANGING ITS NAME FROM "BLACKHAWK MARKETING, LLC" TO "STRATEGIC GLOBAL SOURCING, LLC", FILED THE TWELFTH DAY OF FEBRUARY, A.D. 2010, AT 1:58 O'CLOCK P.M.

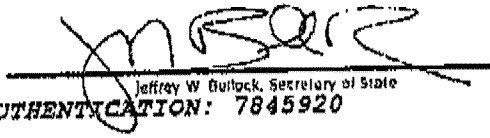
AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID CERTIFICATES ARE THE ONLY CERTIFICATES ON RECORD OF THE AFORESAID LIMITED LIABILITY COMPANY, "STRATEGIC GLOBAL SOURCING, LLC".



3691221 8100H

100241353

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7845920

DATE: 03-03-10

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TO: JORDAN S. WEINSTEIN7/1/2011 7:16:32 PM PAGE
COMPANY: 1940 DUKE STREET

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State of Delaware
Secretary of State
Division of Corporations
Delivered 08:46 PM 08/08/2003
FILED 08:46 PM 08/08/2003
SRV 030521233 - 3691221 FILE

CERTIFICATE OF FORMATION

OF


BLACKHAWK MARKETING, LLC

The undersigned, an authorized natural person, for the purpose of forming a limited liability company, under the provisions and subject to the requirements of the State of Delaware (particularly Chapter 18, Title 6 of the Delaware Code and the acts amendatory thereof and supplemental thereto, and known, identified, and referred to as the "Delaware Limited Liability Company Act"), hereby certifies that:

FIRST: The name of the limited liability company (hereinafter called the "limited liability company") is Blackhawk Marketing, LLC.

SECOND: The address of the registered office and the name and the address of the registered agent of the limited liability company required to be maintained by Section 18-104 of the Delaware Limited Liability Company Act are Corporation Service Company, 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808.

Executed on August 8, 2003


Linda B. Jankovic
Authorized Person

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State of Delaware
Secretary of State
Division of Corporations
Delivered 03:24 PM 02/12/2010
FILED 01:58 PM 02/12/2010
SRV 100137187 - 3691221 FILE

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF FORMATION
OF
BLACKHAWK MARKETING, LLC
a Delaware Limited Liability Company

It is hereby certified that:

1. The name of the limited liability company (hereinafter called the "Limited Liability Company") is Blackhawk Marketing, LLC.

2. Article FIRST of the Certificate of Formation of the Limited Liability Company is hereby amended and restated in its entirety, as follows:


"FIRST: The name of the limited liability company (hereinafter called the "Limited Liability Company") is "Strategic Global Sourcing, LLC".

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of Certificate of Formation on the 12th day of February, 2010.

COMPANY

Blackhawk Marketing, LLC

By: Safeway Inc.
Its: Sole Member

By: 
Robert A. Gordon
Senior Vice President & Secretary

SFK93611.1