

Form PTO-1594 (Rev. 03-11)  
OMB Collection 0651-0027 (exp. 03/31/2012)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

#### 1. Name of conveying party(ies):

Associated Wholesale Grocers, Inc.  
5000 Kansas Avenue  
Kansas City, Kansas 66106

- Individual(s)
- General Partnership
- Corporation- State: Kansas
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

#### 3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 12/27/2011

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

#### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: HAC, Inc.

Internal Address: \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: 390 NE 36th

City: Oklahoma City

State: Oklahoma

Country: USA Zip: 73105

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship Kansas
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

#### 4. Application number(s) or registration number(s) and Identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

See Attachment.

Additional sheet(s) attached?  Yes  No

#### C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

See Attachment.

#### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Lawrence A. Swain

Internal Address: \_\_\_\_\_

Street Address: 6201 College Blvd., Suite 500

City: Overland Park

State: Kansas Zip: 66211

Phone Number: 913-234-7526

Fax Number: 913-273-1882

Email Address: lswain@polsinelli.com

#### 6. Total number of applications and registrations involved:

8

#### 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$215


- Authorized to be charged to deposit account
- Enclosed

#### 8. Payment Information:

Deposit Account Number 501662

Authorized User Name Polsinelli

#### 9. Signature:



Signature

1-9-12  
Date

Lawrence A. Swain

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

REEL: 004698 FRAME: 0001

CH \$215.00 501662 3791911

**SCHEDULE 1**

1. A FRESH EXPERIENCE (Class 35, retail grocery store services), Reg. No. 3,791,911 registered May 25, 2010 (Federal)
2. A Good Deal Better. and Design (Class 42, retail grocery store services), Reg. No. 1,820,865 registered February 8, 1994 (Federal)
3. H and Design (Class 42, retail grocery store services), Reg. No. 1,555,307 registered September 5, 1989 (Federal)
4. Homeland (Class 29, eggs), Reg. No. 1,645,401 registered May 21, 1991 (Federal)
5. Homeland (Class 42, retail grocery store services), Reg. No. 1,650,397 registered July 9, 1991 (Federal)
6. Red River Ranch (Class 29, beef), Reg. No. 3,797,482 registered June 1, 2010 (Federal)
7. Price Drop (Words) (Class 35, retail grocery store services), Reg. No. 3,110,889 registered July 4, 2006 (Federal)
8. The Great Plains Fruit and Vegetable Company (Class 31, fresh fruits and vegetables), Reg. No. 4,064,693 registered November 29, 2011 (Federal)

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS**, Associated Wholesale Grocers, Inc., a Kansas corporation, 5000 Kansas Avenue, Kansas City, Kansas 66106 ("**Assignor**"), has adopted, used, is using and owns each of the marks listed on **Schedule 1** attached hereto and incorporated herein (the "**Marks**"); and

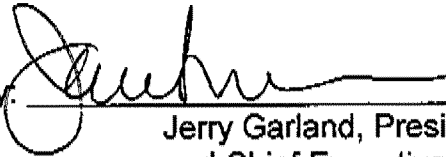
**WHEREAS**, HAC, Inc., a Kansas corporation, 390 N.E. 36th, Oklahoma City, Oklahoma 73105 ("**Assignee**"), is desirous of acquiring all rights, title and interest in and to the said Marks, the goodwill symbolized thereby, and the registrations thereof.

**NOW, THEREFORE**, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee all rights, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

Dated this 27<sup>th</sup> day of December, 2011.

**ASSIGNOR:**

**ASSOCIATED WHOLESALE GROCERS,  
INC.**

By:   
Jerry Garland, President  
and Chief Executive Officer

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