

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Associated Wholesale Grocers, Inc.		06/15/2012	CORPORATION: KANSAS
RECEIVING PARTY DATA			
Name:	HAC, Inc.		
Street Address:	390 N.E. 36th		
City:	Oklahoma City		
State/Country:	OKLAHOMA		
Postal Code:	73105		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85433116	PRICE DROP	
CORRESPONDENCE DATA			
Fax Number:	9132731882		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	913-234-7526		
Email:	lswain@polsinelli.com		
Correspondent Name:	Lawrence A. Swain		
Address Line 1:	6201 College Blvd., Suite 500		
Address Line 4:	Overland Park, KANSAS 66211		
ATTORNEY DOCKET NUMBER:	ASS011/302287		
NAME OF SUBMITTER:	Geneva Reimer		
Signature:	/Geneva Reimer/		
Date:	06/19/2012		
Total Attachments: 1 source=Price Drop TM Assign#page1.tif			

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**ASSIGNMENT OF TRADEMARK**

WHEREAS, Associated Wholesale Grocers, Inc., a Kansas corporation, 5000 Kansas Avenue., Kansas City, Kansas 66106 (the "Assignor"), has adopted, used, is using and owns the following trademark (the "Mark"), which is now registered in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>DATE OF REGISTRATION</u>
PRICE DROP & Design	4,157,169	June 12, 2012

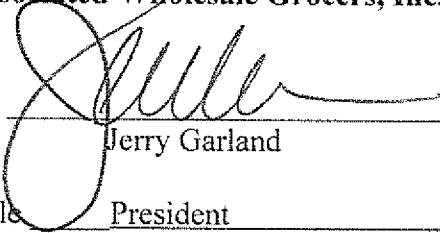
WHEREAS, HAC, Inc., a Kansas corporation, 390 N.E. 36<sup>th</sup>, Oklahoma City, Oklahoma 73105 (the "Assignee"), is desirous of acquiring the Mark and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee all of its right, title and interest in the United States in and to the Mark together with the goodwill of the business symbolized by the Mark, and the registration thereof.

**ASSIGNOR:**

Associated Wholesale Grocers, Inc.

By

  
\_\_\_\_\_

Jerry Garland

Title

President  
\_\_\_\_\_

Date

June 13, 2012