

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Moran Foods, LLC d/b/a Save-A-Lot, Ltd.	FORMERLY Moran Foods, Inc. d/b/a Save-A-Lot, Ltd.	07/25/2012	LIMITED LIABILITY COMPANY:

**RECEIVING PARTY DATA**

<b>Name:</b>	Save-A-Lot Food Stores, Ltd.
<b>Street Address:</b>	100 Corporate Office Drive
<b>City:</b>	Earth City
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63045
<b>Entity Type:</b>	Company: BERMUDA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
<b>Serial Number:</b>	76621853	BEING WELL

**CORRESPONDENCE DATA**

**Fax Number:**  
**Phone:** 314.592.9806  
**Email:** LISA.NICASTRI@savealot.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
**Correspondent Name:** Lisa G. Nicastrì  
**Address Line 1:** 100 Corporate Office Drive  
**Address Line 4:** Earth City, MISSOURI 63045

<b>NAME OF SUBMITTER:</b>	Nancy C. Santana
<b>Signature:</b>	/Nancy C. Santana/

**TRADEMARK**

7/25/12

Assignment

Date:

07/25/2012

Total Attachments: 1  
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RECEIPT INFORMATION

ETAS ID:	TM241605
Receipt Date:	07/25/2012
Fee Amount:	\$40

**U.S. TRADEMARK ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Moran Foods, LLC d/b/a Save-A-Lot, Ltd.**, formerly known as Moran Foods, Inc. d/b/a Save-A-Lot, Ltd. ("Assignor"), a Missouri limited liability corporation, hereby conveys, transfers and assigns to **Save-A-Lot Food Stores, Ltd.** ("Assignee"), a Bermuda Company, effective as the date hereof, all right, title and interest in the United States in and to a certain trademark registered in the U.S. Patent and Trademark Office, under Registration Number 3114739, and the goodwill of the business connected with the use of , and symbolized by, the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

Assignor represents and warrants that it owns the name and trademark and corresponding federal registration for the BEING WELL trademark. Assignor agrees to execute any further documents as Assignee may reasonably request in order to effect this Assignment.

MORAN FOODS, LLC d/b/a SAVE-A-LOT, LTD.

By: Nancy C. Santana

Name: Nancy C. Santana

Title: Vice-President & General Counsel

Date: July 25, 2012



**United States Patent and Trademark Office**

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**Electronic Trademark Assignment System**

**Confirmation Receipt**

Your assignment has been received by the USPTO.  
 The coversheet of the assignment is displayed below:

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