

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
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Fax Number: 6162222479 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 616-752-2479 Email: trademarks@wnj.com,skeller@wnj.com Correspondent Name: R. Scott Keller, Warner Norcross & Judd Address Line 1: 111 Lyon St NW Address Line 2: 900 Fifth Third Center Address Line 4: Grand Rapids, MICHIGAN 49503																											
ATTORNEY DOCKET NUMBER:	31221.153788																										
NAME OF SUBMITTER:	R. Scott Keller																										
Signature:	/rsk/																										
Date:	07/25/2013																										
Total Attachments: 1 source=ProActive Consulting assignment#page1.tif																											

OP \$40.00 1786259

TRADEMARK ASSIGNMENT

WHEREAS, Spartan Stores, Inc., a Michigan corporation ("Spartan") is the owner of the mark PROACTIVE CONSULTING SERVICES, as amended (the "Mark") and United States Trademark Registration No. 1786259 (the "Registration");

WHEREAS, Prevo's Family Markets, Inc., a Michigan corporation ("Prevo's") is a wholly owned subsidiary of Spartan;

WHEREAS, the parties desire that Prevo's be the owner of the Mark and Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Spartan does hereby assign unto Prevo's all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, including the Registration.

SPARTAN STORES, INC.

By: David G. Somerset

DAVID G. SOMERSET DIRECTOR MARKETING
(Print Name) (Title)

7/25/13
Date

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