

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
Quik-Way Foods of Dallas, Inc.		08/20/2013	CORPORATION:
RECEIVING PARTY DATA			
Name:	Quik-Way Retail Associates II, Ltd.		
Street Address:	8350 North Central Expressway		
Internal Address:	Suite M1015		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75206		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1787210	BEVERAGE CITY	
CORRESPONDENCE DATA			
Fax Number:	2142200445		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	214-220-0444		
Email:	firm@ipoftexas.com		
Correspondent Name:	Booth Albanesi Schroeder LLC		
Address Line 1:	1601 Elm Street		
Address Line 2:	Suite 1950		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	QWFD-1-M-15992		
NAME OF SUBMITTER:	Peter V. Schroeder		
Signature:	/Peter V. Schroeder/		

OP \$40.00 1787210

Date:

08/20/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, QUIK-WAY FOODS OF DALLAS, INC organized and existing under the laws of the State of Texas, with its principal place of business at 8350 North Central Expressway, Suite M1015, Dallas, Texas, United States of America ("Assignor"), has used the following Trademark:

Trademark	U.S. Registration No.	Goods and Services
BEVERAGE CITY	1,787,210	Retail Beverage Stores Featuring Beer, Wine, and Other Alcoholic and Non-Alcoholic Beverages


WHEREAS, QUIK-WAY RETAIL ASSOCIATES II, LTD organized and existing under the laws of the State of Texas, with its principal place of business at 8350 North Central Expressway, Suite M1015, Dallas, Texas, United State of America ("Assignee"), is desirous of acquiring any and all rights that Assignor may have throughout the world in and to the Trademarks and the applications and registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the world, along with the right to recover for damages and profits for any past, present, or future infringements thereof;

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all of Assignor's rights, title, and interest in and to the Trademarks and the registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the world, along with the right to recover for damages and profits for past, present, or future infringements thereof, regardless of whether such infringement occurred before or occurs after the Effective Date.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Trademarks to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

ASSIGNOR, QUIK-WAY FOODS OF DALLAS, INC

Date: 8-20-13

By: 
Name: Alan Golman
Title: Senior Vice President

ASSIGNEE, QUIK-WAY RETAIL ASSOCIATES II, LTD

Date: _____

By: _____
Name: Travis Booth
Title: General Counsel

TRADEMARK ASSIGNMENT

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ASSIGNOR, QUIK-WAY FOODS OF DALLAS, INC

Date: _____

By: _____

Name: Alan Golman

Title: Senior Vice President

ASSIGNEE, QUIK-WAY RETAIL ASSOCIATES II, LTD

Date: 8/20/2013

By: T. E. Booth

Name: Travis Booth

Title: General Counsel