

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																															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Associated Wholesale Grocers, Inc.</td> <td></td> <td>01/14/2014</td> <td>CORPORATION: KANSAS</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Associated Wholesale Grocers, Inc.		01/14/2014	CORPORATION: KANSAS																				
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<table border="1"> <tr> <td>Name:</td> <td colspan="3">PCEKC, LLC</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">4121 W. 83rd Street</td> </tr> <tr> <td>Internal Address:</td> <td colspan="3">Suite 108</td> </tr> <tr> <td>City:</td> <td colspan="3">Prairie Village</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">KANSAS</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">66208</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">LIMITED LIABILITY COMPANY: KANSAS</td> </tr> </table>				Name:	PCEKC, LLC			Street Address:	4121 W. 83rd Street			Internal Address:	Suite 108			City:	Prairie Village			State/Country:	KANSAS			Postal Code:	66208			Entity Type:	LIMITED LIABILITY COMPANY: KANSAS		
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<p>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></p> <p>Phone: 913-234-7526 Email: lswain@polsinelli.com Correspondent Name: Lawrence A. Swain Address Line 1: 6201 College Blvd. Address Line 2: Suite 500 Address Line 4: Overland Park, KANSAS 66211</p>																															
ATTORNEY DOCKET NUMBER:	ASS011-284934																														
NAME OF SUBMITTER:	Lawrence A. Swain																														
Signature:	/Lawrence A. Swain/																														
Date:	01/15/2014																														
Total Attachments: 1 source=Assignment of Trademark (KC PRIDE) dated 01-14-14#page1.tif																															

CH \$40.00 2847186

ASSIGNMENT OF TRADEMARK

WHEREAS, Associated Wholesale Grocers, Inc., a Kansas corporation, 5000 Kansas Avenue, Kansas City, Kansas 66106 ("Assignor"), has adopted, used, is using and owns the following mark:

KC PRIDE (Class 29, goods and services: Meat), Reg. No. 2,847,186 registered June 1, 2004 (Federal). (Registration limited to the area comprising the states of Arkansas, Illinois, Iowa, Kansas, Kentucky, Missouri, Nebraska, Oklahoma, Tennessee and Texas pursuant to Concurrent Use Proceeding No. 94002030 with Registration No. 2,238,671)

(the "Mark"); and


WHEREAS, PCEKC, LLC, a Kansas limited liability company ("Assignee"), is desirous of acquiring all rights, title and interest in and to the said Mark, the goodwill symbolized thereby, and the registration 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 Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

Dated this 14th day of January, 2014.

ASSIGNOR:

ASSOCIATED WHOLESALE GROCERS, INC.

By: 
Jerry Garland, President
and Chief Executive Officer