

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM311354

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cascades Holding US Inc.		07/15/2014	CORPORATION:
RECEIVING PARTY DATA			
Name:	Hy-Vee, Inc.		
Street Address:	5800 Westown Parkway		
City:	West Des Moines		
State/Country:	IOWA		
Postal Code:	50266		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85400370	PILLOW SOFT	
CORRESPONDENCE DATA			
Fax Number:	5155587790		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	515-558-0200		
Email:	kconrad@zarleylaw.com		
Correspondent Name:	Zarley Law Firm, P.L.C.		
Address Line 1:	400 Locust Street, Suite 200		
Address Line 2:	Capital Square		
Address Line 4:	Des Moines, IOWA 50309-2350		
ATTORNEY DOCKET NUMBER:	PILLOW SOFT-WRD MARK-HY-V		
NAME OF SUBMITTER:	Timothy J. Zarley		
SIGNATURE:	/Timothy J. Zarley/		
DATE SIGNED:	07/21/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Cascades Holding US Inc., a Delaware corporation, having a place of business located at 1200 Forest Street, Eau Claire, Wisconsin 54703 ("Cascades"), is the owner of the following United States trademark application:

<u>Trademark</u>	<u>Application No.</u>	<u>Filing Date</u>
PILLOW SOFT	85/400,370	August 17, 2011

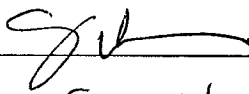
WHEREAS, Hy-Vee, Inc., an Iowa corporation, having a place of business located at 5820 Westown Parkway, West Des Moines, Iowa 50266 ("Hy-Vee"), desires to acquire all of Cascades's right, title and interest in such trademark application and the underlying trademark, along with the goodwill of the business symbolized thereby (the "Trademark"); and

WHEREAS, Cascades has agreed to assign to Hy-Vee all of its right, title and interest in the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Cascades hereby transfers, sells, assigns and delivers to Hy-Vee all of Cascades's right, title and interest in and to the Trademark, all claims, demands, causes of action, rights of opposition and cancellation, rights to sue or other rights occasioned from or because of any and all past, present or future infringement, dilution or misappropriation of the Trademark thereof, and all income, royalties, profits or payments due as of the date hereof.

Dated: July 15, 2014

Cascades Holding US Inc.

By: 

Name: Craig Nelson
Position: Executive VP

STATE OF
COUNTY OF

On this 15th day of July, 2014, before me, a Notary Public in and for said State, personally appeared Craig Nelson personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose names(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the

instrument the person(s), or entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS, my hand and official seal.

Shane R. Busack
Shane R. Busack
My Commission expires 3/6/2018

