

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM311358

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cascades Holding US Inc.		07/15/2014	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hy-Vee, Inc.		
<b>Street Address:</b>	5800 Westown Parkway		
<b>City:</b>	West Des Moines		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	50266		
<b>Entity Type:</b>	CORPORATION: IOWA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1893620	PILLOW SOFT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	515-558-0200		
<b>Email:</b>	kconrad@zarleylaw.com		
<b>Correspondent Name:</b>	Zarley Law Firm, P.L.C.		
<b>Address Line 1:</b>	400 Locust Street, Suite 200		
<b>Address Line 2:</b>	Capital Square		
<b>Address Line 4:</b>	Des Moines, IOWA 50309-2350		
<b>ATTORNEY DOCKET NUMBER:</b>	PILLOW SOFT (DESIGN)HY-VE		
<b>NAME OF SUBMITTER:</b>	Timothy J. Zarley		
<b>SIGNATURE:</b>	/Timothy J. Zarley/		
<b>DATE SIGNED:</b>	07/21/2014		
<b>Total Attachments: 2</b>			
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OP \$40.00 1893620

**EXHIBIT A**

**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 registration:

<u>Trademark</u>	<u>Registration No.</u>	<u>Filing Date</u>	<u>Registration Date</u>
<i>Pillow Soft</i>	1,893,620	December 10, 1993	May 9, 1995

**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 registration 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

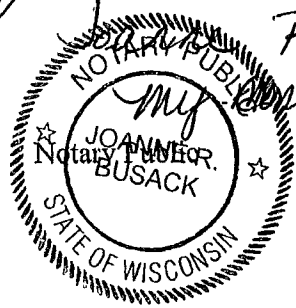
STATE OF  
COUNTY OF

On this 15<sup>th</sup> 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 name(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.

*Joanne R. Busack*  
*Joanne R. Busack*



*Commission expires 3/6/2018*