

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335231

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SFW Licensing Corp.		03/16/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Shoppers Food Warehouse Corp.		
Street Address:	11840 Valley View Road		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3069978	COLOSSAL DONUTS	
Registration Number:	1385507	SFW	
Registration Number:	1543972	SHOPPERS	
Registration Number:	3129223	SHOPPERS FOOD & PHARMACY	
Registration Number:	1305515	SHOPPERS FOOD WAREHOUSE	
Registration Number:	3315520	SHOPPERS PHARMACY	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<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:	612-332-5300		
Email:	slindemeier@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	08442.00000001		
NAME OF SUBMITTER:	Scott W. Johnston		
SIGNATURE:	/SWJ/		
DATE SIGNED:	03/16/2015		

OP \$165.00 3069978

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, SFW Licensing Corp., a Corporation organized under the laws of the State of Delaware (hereinafter "Assignor"), having its headquarters at 11840 Valley View Road, Eden Prairie, MN 55344 is the record owner of the United States trademarks and registrations listed in Appendix A.

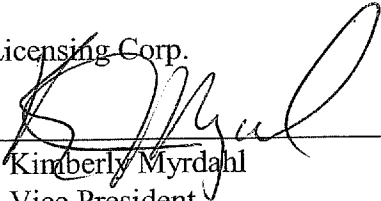
WHEREAS, Shoppers Food Warehouse Corp., a Corporation organized under the State of Ohio, having its headquarters at 11840 Valley View Road, Eden Prairie, MN 55344 is desirous of acquiring all right, title and interest in and to said registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest in and to said trademarks and said trademark registrations, together with the goodwill and other incidents of its business associated with or symbolized by said trademarks effective on the date of the execution of this Agreement.

Date: 3/16/2015

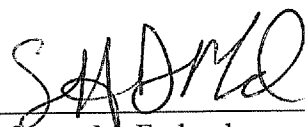
SFW Licensing Corp.

By: _____


Kimberly Myrdahl
Vice President

Date: 3/16/2015

By: _____


Stuart McFarland
Vice President

