

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM358400

<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>
HAC, Inc.		10/09/2015	CORPORATION: KANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Associated Wholesale Grocers, Inc.		
<b>Street Address:</b>	5000 Kansas Avenue		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66106		
<b>Entity Type:</b>	CORPORATION: KANSAS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3110889	PRICE DROP	
<b>Registration Number:</b>	4157169	PRICE DROP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9132731882		
<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>	913-234-7526		
<b>Email:</b>	lswain@polsinelli.com		
<b>Correspondent Name:</b>	Lawrence A. Swain		
<b>Address Line 1:</b>	6201 College Blvd., Suite 500		
<b>Address Line 4:</b>	Overland Park, KANSAS 66211		
<b>ATTORNEY DOCKET NUMBER:</b>	ASS011-824934		
<b>NAME OF SUBMITTER:</b>	Geneva Reimer		
<b>SIGNATURE:</b>	/Geneva Reimer/		
<b>DATE SIGNED:</b>	10/13/2015		
<b>Total Attachments: 1</b>			
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CH \$65.00 3110889

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS**, HAC, Inc., a Kansas corporation, 390 N.E. 36th, Oklahoma City, Oklahoma 73105 ("**Assignor**"), has adopted, used, is using and owns the following marks:

Price Drop (Words) (Class 35, retail store services in the field of food and general consumer merchandise), Reg. No. 3,110,889 registered July 4, 2006 (Federal)

Price Drop (Design Plus Words, Letters, and/or Numbers) (Class 35, retail store services in the field of food and general consumer merchandise), Reg. No. 4,157,169 registered June 12, 2012 (Federal)

(hereinafter collectively referred to as the "**Marks**"); and

**WHEREAS**, Associated Wholesale Grocers, Inc., a Kansas corporation, 5000 Kansas Avenue, Kansas City, Kansas 66106 ("**Assignee**"), desires to acquire all rights, title and interest in and to the said Marks, the goodwill symbolized thereby, and the registrations 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 Marks together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

Dated this 9<sup>th</sup> day of October, 2015.

**ASSIGNOR:**

**HAC, INC.**

By: Darryl Fitzgerald  
Darryl Fitzgerald, President

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