

Form PTO-1564 **RECORDATION FORM COVER SHEET** U.S. DEPARTMENT OF COMMERCE  
 (Rev. 10/02) **TRADEMARKS ONLY** U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
**North Arkansas Wholesale Co., Inc.**  
**d/b/a Northwest Arkansas Wholesaler's Inc.**  
**702 S.W. 8<sup>th</sup> Street**  
**Bentonville, Arkansas 72716**

Individual (s)  
 Association  
 General Partnership  
 Limited Partnership Germany  
 Corporation - Arkansas  
 Other

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):  
**Wal-Mart Stores, Inc.**  
**702 S.W. 8<sup>th</sup> Street**  
**Bentonville, Arkansas 72716-0290**

Individual - Citizenship  
 Association  
 General Partnership  
 Limited Partnership Germany  
 Corporation - Delaware  
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  
 Yes  No  
 (Designations must be a separate document from Assignment)  
 Additional names(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment  
 Merger  
 Security Agreement  
 Change of Name

**Execution Date: April 26, 2004**

B. Trademark registration No.(s):  
**Reg. No. 1,281,801**

Additional numbers attached?  Yes  No

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)

6. Total number of applications involved:   ?  

5. Name and Address of party to whom correspondence concerning document should be mailed:  
 Name: **Mark Harrison, Esq.**  
 Internal Address: **VENABLE LLP**  
 Street Address: **P.O. Box 34385**  
**Washington, D.C. 20043**

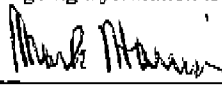
7. Total fee (37 CFR 3.41) **\$40.00**  
 Enclosed  
 Authorization is granted to deduct the above-referenced fee from our Deposit Account.

8. Deposit account number: **22-0261**

(Attach duplicate copy of this page if paying by deposit account)

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

**Mark B. Harrison**  
 Name of Person Signing

  
 Signature

**April 30, 2004**  
 Date

Total number of pages comprising cover sheet:

CH \$40.00 220261 1281801

**TRADEMARK ASSIGNMENT**

WHEREAS, North Arkansas Wholesale Co., Inc. d/b/a Northwest Arkansas Wholesaler's Inc. ("ASSIGNOR"), an Arkansas corporation having a principal place of business at 702 S.W. 8<sup>th</sup> Street, Bentonville, Arkansas 72716, owns all right, title, and interest in the trademark FLAVOR PEAK for use on coffee with chicory, including U.S. Registration No. 1,281,801 and all rights thereto at common law (hereinafter the "MARK"), all of which are valid and subsisting;

WHEREAS, Wal-Mart Stores, Inc. ("ASSIGNEE"), a Delaware corporation having a principal place of business at 702 S.W. 8th Street, Bentonville, Arkansas 72716, is desirous of acquiring all of ASSIGNOR's right, title, and interest in and to the MARK;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, intending to be legally bound, does hereby assign, transfer, grant, sell, and set over to ASSIGNEE: ASSIGNOR's entire right, title, and interest in and to the MARK throughout the world, and the full right to sue for past, present or future infringement of the MARK, all of these rights to be held and enjoyed by ASSIGNEE, its successors and assigns, as fully as the same would have been held and enjoyed by ASSIGNOR had this assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be signed by its authorized representative effective as of the 26th day of April, 2004.

North Arkansas Wholesale Co., Inc.  
**ASSIGNOR**

Approved as to  
legal terms ONLY  
*[Signature]*  
4/23/04

By: *[Signature]*  
Name: Joseph J. Fitzsimmons  
Title: Sr. Vice President and Treasurer

**ACKNOWLEDGMENT**

STATE OF ARKANSAS )  
                                  ) SS:  
COUNTY OF BENTON

The foregoing instrument was acknowledged before me at Bentonville, Arkansas, this 26 day of April, 2004, by Joseph J. Fitzsimmons, the Sr. Vice President and Treasurer of North Arkansas Wholesale Co., Inc., an Arkansas corporation, on behalf of the corporation.

Notary Public

My Commission Expires:

(Notarial Seal)

OFFICIAL SEAL  
Jo Beth Schneider  
Notary Public - Arkansas  
Benton County  
My Commission Expires 11-1-2010