

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Spartan Stores, Inc.		12/08/2004	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Family Fare LLC		
Street Address:	850 76th St SW		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49518		
Entity Type:	limited liability company: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78408798	YOU'RE IN THE FAMILY FARE NEIGHBORHOOD	
CORRESPONDENCE DATA			
Fax Number:	(616)222-2479		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	616-752-2479		
Email:	trademarks@wnj.com		
Correspondent Name:	Warner Norcross & Judd LLP		
Address Line 1:	111 Lyon St NW		
Address Line 4:	Grand Rapids, MICHIGAN 49503		
ATTORNEY DOCKET NUMBER:	31221.87943		
NAME OF SUBMITTER:	R. Scott Keller		
Total Attachments: 1			
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OP \$40.00 78408798

TRADEMARK ASSIGNMENT

WHEREAS, Spartan Stores, Inc., a Michigan corporation ("Spartan") is the owner of record of the mark YOU'RE IN THE FAMILY FARE NEIGHBORHOOD (the "Mark") and United States Trademark Application Serial No. 78/408798 (the "Application");

WHEREAS, Family Fare LLC, a Michigan limited liability company ("Family Fare") is a wholly owned subsidiary of Spartan and thus Spartan and Family Fare constitute a single source;

WHEREAS, the parties desire that Family Fare be the owner of record of the Mark and Application.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Spartan does hereby assign unto Family Fare all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, including the Application.

SPARTAN STORES, INC.

By: Sally Lake

Sally Lake VP Marketing
(Print Name) (Title)

12/8/04
Date

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