

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
Topco Associates, LLC		11/09/2005	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	Meijer, Inc.		
Street Address:	2929 Walker Ave., N.W.		
Internal Address:	985/4 Legal Dept.		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49544		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2973944	CELLARS CREST	
CORRESPONDENCE DATA			
Fax Number:	(616)791-5349		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	616-735-8302		
Email:	russellw@meijer.com		
Correspondent Name:	Wendell P. Russell, Jr.		
Address Line 1:	2929 Walker Ave., N.W.		
Address Line 2:	985/4 Legal Dept.		
Address Line 4:	Grand Rapids, MICHIGAN 49544		
ATTORNEY DOCKET NUMBER:	CELLARS CREST T-627		
NAME OF SUBMITTER:	Wendell P. Russell, Jr.		
Signature:	/Wendell P. Russell, Jr./		

OP \$40.00 2973944

Date:

11/21/2005

Total Attachments: 4

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BELL, BOYD & LLOYD LLC

70 West Madison Street, Suite 3100 • Chicago, Illinois 60602-4207
312.372.1121 • Fax 312.827.8000

CAROL A. GENIS
312.807.4272
cgenis@bellboyd.com
DIRECT FAX: 312.827.8084
8064000-0044 (252)



November 14, 2005

Shannon Klein
Paralegal
Meijer Legal Department
2929 Walker Avenue, NW
Grand Rapids, MI 49544

Re: Assignment of CELLARS CREST, Registration No. 2,973,944

Dear Ms. Klein:

Enclosed is a copy of the Assignment of Trademark for the mark CELLARS CREST (Registration No. 2,973,944) executed by Topco Associates, LLC and the original Certificate of Registration issued by the U.S. Patent and Trademark Office. Please acknowledge receipt of the enclosed by signing and returning the enclosed page.

Should you have any questions please feel free to contact me.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Carol A. Genis".

Carol A. Genis

CAG:mbf

Enclosures

Copy to Topco Associates, LLC

ASSIGNMENT OF TRADEMARK

WHEREAS, Topco Associates, LLC, a Delaware limited liability company, having its offices at 7711 Gross Point Road, Skokie, Illinois 60077 ("ASSIGNOR"), has adopted, used, is using and is the owner of the following trademark, the registration therefor and all associated rights:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
CELLARS CREST	2,973,944	July 19, 2005

WHEREAS, Meijer, Inc., a Michigan corporation, having its offices at 2929 Walker Ave., N.W., Grand Rapids, Michigan 49544 ("ASSIGNEE"), is desirous of acquiring said trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE, all right, title and interest in and to said trademark and registration therefor, together with the goodwill of the business symbolized by said trademark and registration therefor, all causes of action for damages by reason of past, present or future infringement thereof, and all income, royalties or payments due as of the date hereof or hereafter.

**TRADEMARK
REEL: 003197 FRAME: 0511**

IN WITNESS WHEREOF, Assignor has executed this Assignment this 9 day of November, 2005.

TOPCO ASSOCIATES, LLC

By: Maryruth Wilson
Name: Maryruth Wilson
Title: VP Brand & Product Innovation

STATE OF ILLINOIS)
) ss:
COUNTY OF COOK)

On this 9 day of November, 2005, Maryruth Wilson personally appeared before me, who is known by me to be the VP Brand & Product Innovation of Topco Associates, LLC, the Assignor above named, and acknowledged that h/she executed the foregoing Assignment of Trademarks on behalf of said Assignor and pursuant to authority duly received.

Notary Public

Kathleen Hartnett

My Commission Expires:
02/01/08



To: Carol A. Genis, Esq.
Bell, Boyd & Lloyd LLC

Re: CELLARS CREST
8064000-044 (252)

ACKNOWLEDGEMENT PAGE

I acknowledge receipt of your November 14, 2005 letter enclosing a copy of the Assignment of Trademark and the original Certificate of Registration No. 2,973,944 for the mark CELLARS CREST in International Class 33.

Walter P. Bennett Jr.
Signature *Walter P. Bennett Jr.*

November 17, 2005
Date

714038/D-1
RECORDED: 11/21/2005

TRADEMARK
REEL: 003197 FRAME: 0513