

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
Societe des Produits Nestle S.A.		11/08/2006	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Wal-Mart Stores, Inc.		
Street Address:	702 S.W. 8th St.		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72716-0520		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1810176	EXCEED	
CORRESPONDENCE DATA			
Fax Number:	(479)277-5889		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	479-273-4505		
Email:	ustm@walmartlegal.com		
Correspondent Name:	Wal-Mart Stores, Inc.		
Address Line 1:	702 S.W. 8th St.		
Address Line 4:	Bentonville, ARKANSAS 72716-0520		
NAME OF SUBMITTER:	Colette Durst-Barkey		
Signature:	/cdb/		
Date:	04/26/2007		
Total Attachments: 1 source=EXCEED Assignment#page1.tif			

OP \$40.00 1810176

ASSIGNMENT

WHEREAS, Societe des Produits Nestle S.A., a Swiss corporation located and doing business at Avenue Nestle 55, CH 1800 Vevey, Switzerland, is the owner of the trademark EXCEED, which is registered in the United States Patent and Trademark Office, Registration No. 1810176, and registered in the Canadian Intellectual Property Office, Registration No. TMA0445286; and

WHEREAS, Wal-Mart Stores, Inc., a Delaware corporation located and doing business 702 S.W. 8th Street, Bentonville, Arkansas 72716, desires to acquire said trademark and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Societe des Produits Nestle S.A. does hereby assign to Wal-Mart Stores, Inc. all rights, title and interest in and to the trademark EXCEED and the noted registrations, together with the good will of the business symbolized by the trademark.

IN WITNESS WHEREOF, this Assignment is executed this 8th day of November, 2006.

Societe des Produits Nestle S.A.

By: J. Maeder 

Name: Jean-Pierre Maeder

Title: Group Head of Trademarks