

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS 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>
Mayhew and Associates, Inc.		10/15/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Trader Joe's Company		
<b>Street Address:</b>	800 S. Shamrock Ave.		
<b>City:</b>	Monrovia		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91016		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77656996	TRADER JOE'S NEVER NEVER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)824-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-824-5555		
<b>Email:</b>	docketla@fulpat.com		
<b>Correspondent Name:</b>	Fulwider Patton LLP		
<b>Address Line 1:</b>	6060 Center Drive, Tenth Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90045		
<b>ATTORNEY DOCKET NUMBER:</b>	MAYHE-81412		
<b>NAME OF SUBMITTER:</b>	Jennifer L. Webber		
<b>Signature:</b>	/JENNIFER L. WEBBER/		
<b>Date:</b>	10/15/2009		

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Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

WHEREAS, Mayhew and Associates, Inc. a California corporation, having its principal place of business at 17780 Fitch, Suite 100, Irvine, California 92614 (hereinafter "Assignor") has adopted and is using the mark TRADER JOE'S NEVER NEVER ("said Mark"); and

WHEREAS, Assignor owns pending trademark application Serial No. 77/656996 for said Mark; and

WHEREAS, Trader Joe's Company, a California corporation, having its principal place of business at 800 S Shamrock Ave., Monrovia, California 91016 (hereinafter "Assignee") is desirous of acquiring said Mark;

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

Executed this 15<sup>th</sup> day of October, 2009, at IRVINE, CA.

MAYHEW & ASSOCIATES, INC.

By: John M. McClure  
Name: JOHN M. MCCLURE  
Title: TREASURER