

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
Blackhawk Marketing LLC		02/09/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Safeway Inc.		
Street Address:	5918 Stoneridge Mall Road		
Internal Address:	Legal Dept.		
City:	Pleasanton		
State/Country:	CALIFORNIA		
Postal Code:	94588		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3411960	COINMASTER.	
CORRESPONDENCE DATA			
Fax Number:	(925)467-3214		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	925-467-3152		
Email:	gigi.remington@safeway.com		
Correspondent Name:	Gigi Remington		
Address Line 1:	5918 Stoneridge Mall Road		
Address Line 2:	Legal Dept.		
Address Line 4:	Pleasanton, CALIFORNIA 94588		
NAME OF SUBMITTER:	Gigi Remington		
Signature:	/gigi remington/		
Date:	02/18/2010		

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Total Attachments: 1

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ASSIGNMENT

WHEREAS, Blackhawk Marketing, LLC., a Delaware Limited Liability Company, located and doing business at 5918 Stoneridge Mall Road, Pleasanton, CA 94588 (hereinafter referred to as Assignor) is the owner of the trademark COINMASTER & DESIGN, and U.S. Application **Registration No. 3,411,960** thereof, **issued** on April 15, 2008; and

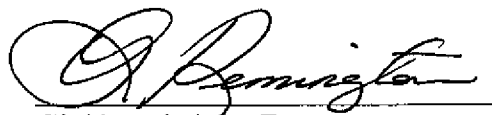
WHEREAS, Safeway Inc., a corporation organized under the laws of Delaware, located and doing business at 5918 Stoneridge Mall Road, Pleasanton, CA 94588 (hereinafter referred to as Assignee), desires to obtain said trademark and the **registration** thereof;

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

Blackhawk Marketing, LLC

By: Safeway Inc.
Its: Sole Member

2/9/10
Date


Gigi Remington, Esq.
Assistant Vice President & Assistant Secretary