

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			03/22/2010
		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:	2846171	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:		03/22/2010	

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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, and U.S. Application **Registration No.** 2,846,171 thereof, **issued** on May 25, 2004; 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



Gigi Remington, Esq.
Assistant Vice President & Assistant Secretary

Date

3/22/10