

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
Rowe's Supermarkets, LLC		06/01/2009	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Rowe's IGA LLC		
Street Address:	5435 Blanding Blvd.		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32244		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3269742	ROWE'S SUPERMARKETS	
CORRESPONDENCE DATA			
Fax Number:	(904)598-6212		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	904-598-6112		
Email:	krowe@sgrlaw.com		
Correspondent Name:	Katharine F. Rowe		
Address Line 1:	50 N. Laura Street		
Address Line 2:	Suite 2600		
Address Line 4:	Jacksonville, FLORIDA 32202		
NAME OF SUBMITTER:	Katharine F. Rowe		
Signature:	/Katharine F. Rowe/		
Date:	06/11/2010		

OP \$40.00 3269742

Total Attachments: 4

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Assignment

This assignment agreement (the "Agreement") is entered into effective as of the 1st day of June, 2009 (the "Effective Date") by and among Rowe's Enterprises, LLC and Rowe's Supermarkets, LLC, each a Florida limited liability company (collectively, "Assignors") and Rowe's IGA LLC ("Assignee").

Whereas, Assignors have agreed to assign all of their assets to Assignee and, as part of such transfer, have agreed to assign to Assignee all of Assignors' right, title and interest in all intangible and intellectual property, including, without limitation, all trademarks, service marks, trade names, domain names, trade secrets, copyrights, patents, licenses, and other intellectual property rights and intangible assets held by Assignors (the "Intangible and Intellectual Property Rights").

Now therefore, for Ten Dollars and other good and valuable consideration, the receipt and sufficiency of which the parties do hereby acknowledge, the parties hereby agree as follows:

1. Assignment. As of the date hereof, Assignors do hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignors' worldwide right, title and interest in and to the Intangible and Intellectual Property Rights, including, without limitation in: (a) all trade secrets, service mark, trademark, trade name and domain name rights and registrations, together with the good will of the business related thereto and symbolized thereby, including, without limitation, the federal and state trademark registrations listed on **Schedule A** attached hereto; (b) all rights, including copyright, in works of authorships or other property subject to copyright protection, including, without limitation, in web sites, computer programs, logo designs, documents, databases, and in all registrations of copyright registered with the U.S. Copyright Office in the name of either of the Assignors and in the logo design set forth in **Schedule B**; (c) all patent rights, whether subject to an issued patent, a pending filed patent application, or other patent rights; (d) all licensed intangible or intellectual property rights licensed to either of the Assignors, to the extent assignable; and (e) all of Assignors' rights to sue for infringement of the rights assigned hereunder, from the inception of Assignors' rights therein and thereafter, and all renewals and extensions of rights assigned hereunder, that may hereafter be secured under the laws now in effect or hereafter in effect in the United States, the same to be held and enjoyed by Assignee, its successors and assigns, from and after the Effective Date as fully and entirely as the same would have been held and enjoyed by Assignors had this assignment of rights not been made.

2. Further Actions. Assignors covenant and agree, at Assignee's request, to execute and deliver, such further instruments of transfer and assignment and to take such other action as Assignee may reasonably request to more effectively identify the assets assigned hereunder and to consummate the assignments contemplated herein, and hereby appoints Assignee with power of attorney for Assignors for the purpose of executing any other documents necessary to perfect in Assignee all of Assignors' rights intended to be assigned herein.

3 Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

Agreed and executed:

ROWE'S ENTERPRISES, LLC

By: *Robert A. Rowe*
Name: Robert A. Rowe
Title: Managing member

State of Florida
County of Duval

On this 10th day of June, 2010, before me, a notary public, personally appeared Robert A. Rowe, who acknowledged that he/she is the Managing Member of Rowe's Enterprises, LLC and that as such officer, being authorized to do so, executed the foregoing instrument for the purposes therein contained by signing for the company as such officer.

[SEAL]



NOTARY PUBLIC:

Christine Hill

[Print Name]

State of Florida at Large
My Commission Expires: _____

ROWE'S SUPERMARKETS, LLC

By: *Robert A. Rowe*
Name: Robert A. Rowe
Title: Managing member

State of Florida
County of Duval

On this 10th day of June, 2010, before me, a notary public, personally appeared Robert A. Rowe, who acknowledged that he/she is the Managing Member of Rowe's Supermarkets, LLC and that as such officer, being authorized to do so, executed the foregoing instrument for the purposes therein contained by signing for the company as such officer.

[SEAL]



NOTARY PUBLIC:

Christine Hill

[Print Name]

State of Florida at Large
My Commission Expires: _____

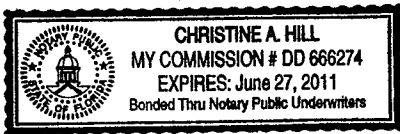
ROWE'S IGA LLC

By: Robert A. Rowe
Name: Robert A. Rowe
Title: Managing member

State of Florida
County of Duval

On this 10th day of June, 2010, before me, a notary public, personally appeared Robert A. Rowe, who acknowledged that he/she is the Managing Member of Rowe's IGA LLC and that as such officer, being authorized to do so, executed the foregoing instrument for the purposes therein contained by signing for the company as such officer.

[SEAL]



NOTARY PUBLIC:

Christine Hill

[Print Name]

State of Florida at Large
My Commission Expires: _____

Schedule A

Fed. Reg. No. 3,269,742 for Rowe's Supermarkets and Design

Florida Trademark Registration No. TO5000001261 for Rowe's Supermarkets and
Design

Schedule B



SGRJAX160651.1