

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM577145

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
S.E. Meats, Inc.		04/28/2020	Corporation: ALABAMA
RECEIVING PARTY DATA			
Name:	Safeway Inc.		
Street Address:	11555 Dublin Canyon Rd		
Internal Address:	Legal Department		
City:	Pleasanton		
State/Country:	CALIFORNIA		
Postal Code:	94588		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4769138	SIGNATURE SELECT	
Registration Number:	4610646	SIGNATURE SELECT	
CORRESPONDENCE DATA			
Fax Number:	2083956575		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	925-226-5374		
Email:	Gigi.Remington@Safeway.com		
Correspondent Name:	Gigi Remington		
Address Line 1:	11555 Dublin Canyon Rd		
Address Line 2:	Legal Department		
Address Line 4:	Pleasanton, CALIFORNIA 94588		
NAME OF SUBMITTER:	Marjorie I Dugdale		
SIGNATURE:	/Marjorie I Dugdale/		
DATE SIGNED:	05/19/2020		
Total Attachments: 1			
source=Assignment - SE Meats to Safeway Inc - SIGNATURE SELECT marks 05-2020#page1.tif			

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is made as of the date of the last signature of the parties hereto (the "Assignment Agreement Effective Date"), between S.E. Meats, Inc. d/b/a Southeastern Meats, an Alabama corporation (the "Assignor"), and Safeway Inc., a Delaware corporation (the "Assignee") (collectively, the "Parties").

WHEREAS, the Assignor is the owner of marks that are registered in the United States Patent and Trademark Office, U.S. Reg. Nos. 4,769,138 and 4,610,646 (the "Marks"); and

WHEREAS, the Assignee wishes to acquire the Assignor's rights, title, and interest in and to the Marks together with the aforesaid registrations, and all goodwill of the business symbolized by the Marks, and any claims for infringement of said Marks, and Assignor desires to assign, transfer and convey all such rights, title and interest in and to the Marks to Assignee, upon the terms and conditions set forth herein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, the Parties agree as follows:

1. Assignor hereby assigns, transfers and conveys to Assignee, and Assignee hereby accepts from Assignor:

- (i) all of Assignor's rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and all of Assignor's associated common law rights;
- (ii) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks, and
- (iii) all rights to sue or bring other actions for past, present and future infringement or misappropriations of the Marks as well as to collect damages as a result thereof.

IN WITNESS WHEREOF, the Parties hereto have caused this Trademark Assignment Agreement to be executed by their respective duly authorized representatives as of the Assignment Agreement Effective Date.

SAFEWAY INC.

By: DocuSigned by:
Pat Madigan
 Name: Patrick Madigan
 Title: Vice President Business Law
 Date: April 28, 2020

S.E. MEATS, INC. d/b/a
SOUTHEASTERN MEATS

By: *Rose A. Sarris*
 Name: Rose A. Sarris
 Title: President
 Date: 4-28-20