FORM PTO-1594	06-10-1	998	ET	U.S. Department of Commerc
(Rev. 6-93) OMB No. 0651-0011 (exp. 4/94)				Patent and Trademark Offic
To the Honorable Commissioner of Patents and	1007333	38 n	t or copy thereof.	
1. Name of conveying party(ies):		2. Name and addre	ss of receiving party	(ies):
Whole Foods Market, Inc.		Name: Whol	e Foods Mark	tet Services, Inc.
Individual(s)	Association	Internal Address	e de la companya de l	
General Partnership X Corporation-State (Texas)	Limited Partnership	Street Address:	:601 N. Lamar, S	Suite 300
Other Additional name(s) of conveying party(ies) attached?	Yes No	City: Austin	State: Texas	Zip: 78703
3. Nature of conveyance:		Individual(s)	citizenship	
X Assignment	Merger	General Part	nershin	
Security Agreement	Change of Name	Limited Part		
Other		X Corporation	-State Delaware	
Execution Date: May 11, 1998		Other		
				States, a domestic representative
		designation is attach		No ent from Assignment)
		Additional name(s)	& address(es) attache	ed? Yes No
A. Trademark Application No.(s): 75/144,308 & B. Trademark Registration No.(s): 1,961,586 & 1,	557,320 Additional numbers at	tached? Yes _X_ N		istrations involved: 5
B. Trademark Registration No.(s): 1,961,586 & 1, Name and address of party to whom correspondent document should be mailed:	557,320 Additional numbers at	tached? Yes _X_ N	applications and reg	
B. Trademark Registration No.(s): 1,961,586 & 1, 5. Name and address of party to whom correspondences.	557,320 Additional numbers at	6. Total number of 7. Total fee (37 C.I X Enclosed	applications and regions.	\$140.00
B. Trademark Registration No.(s): 1,961,586 & 1, Name and address of party to whom correspondent document should be mailed:	Additional numbers at ee concerning	6. Total number of 7. Total fee (37 C.I. X Enclosed X Authorize	applications and regions.	
B. Trademark Registration No.(s): 1,961,586 & 1, 5. Name and address of party to whom correspondent document should be mailed: Name: William G. Barber, Esq. Internal Address: Arnold, White & Durke	Additional numbers at ee concerning	6. Total number of 7. Total fee (37 C.I. X Enclosed X Authorize inadverte	applications and regions. F.R. 3.41) d to be charged to dently omitted	
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B. Trademark Registration No.(s): 1,961,586 & 1, 5. Name and address of party to whom correspondent document should be mailed: Name: William G. Barber, Esq. Internal Address: Arnold, White & Durke Street Address: P.O. Box 4433	Additional numbers at the concerning the concerning the electrons are concerning the concerning	6. Total number of 7. Total fee (37 C.I. X Enclosed X Authorize inadverte 8. Deposit account (Attach duplicate	F.R. 3.41)d to be charged to dently omitted	\$140.00 eposit account if check insufficient or
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TRADEMARK REEL: 1738 FRAME: 0570

TRADEMARK ASSIGNMENT

Whereas WHOLE FOODS MARKET, INC., a Texas corporation having a principal place of business at 601 N. Lamar, Suite 300, Austin, Texas 78703, has adopted, used, and is using the marks identified on the attached Schedule "A" which are pending or registered in the United States Patent and Trademark Office; and

Whereas WHOLE FOODS MARKET SERVICES, INC., a Delaware corporation having a principal place of business at 601 N. Lamar, Suite 300, Austin, Texas 78703, is desirous of acquiring said marks, associated goodwill, and the applications and registrations thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, WHOLE FOODS MARKET, INC. does hereby assign unto WHOLE FOODS MARKET SERVICES, INC. all right, title, and interest in and to the marks, together with the goodwill of the business symbolized by the marks, and the attached-identified applications and registrations thereof.

	WHOLE FOODS MARKET, INC.
	By: N EVV S
	Name: Peter Roi
	Title: President
STATE OF TEXAS	§ §
COUNTY OF TRAVIS	§
	edged before me on Market, Inc., a Texa
	Colo Khoda Ellefre
LESLIE RHODES ELLERBE MY COMMISSION EXPIRES March 29, 2002	Notary Public in and for the State of TEXAS
ASSESSED.	My Commission Expires: Marca 29, 2002
	LESCIE RHODES ELLERBE
	Printed or stamped name of notary

TRADEMARK REEL: 1738 FRAME: 0571

	WHOLE FOODS MARKET SERVICES, INC.
	By: Blenda Hunaga Name: GLENDA FLANAGAN
	Name: GLENDA FLANAGAN
	Title: $f_{RESIDENT}$
STATE OF TEXAS	§ § §
COUNTY OF TRAVIS	§ §
	dged before me on $MAY //,$ 1998, by of Whole Foods Market Services, Inc., a poration.
	Cidi Khoder Elle Be
LESLIE RHODES ELLERBE MY COMMISSION EXPIRES	Notary Public in and for the State of TEXAS
March 29, 2002	My Commission Expires: 19 ARCH 29, 2002
	LESLIE RHODES ELLERBE

TRADEMARK REEL: 1738 FRAME: 0572

Printed or stamped name of notary

Schedule A

<u>Mark</u>	Registration/Serial No.
WHOLE FOODS MARKET	Reg. No. 1,961,586
WHOLE FOODS MARKET and Design	Reg. No. 1,557,320
CELEBRATION CIDER	Serial No. 75/144,308
WHOLE FOODS MARKET 365 EVERY DAY VALUE and Design	Serial No. 75/285,483
WHOLE FOODS MARKET 365 EVERY DAY VALUE and Design	Serial No. 75/977,258

A: 156134(3CH2011.DOC) TRADEMARK
RECORDED: 05/20/1998 REEL: 1738 FRAME: 0573