# 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
The Kroger Co. of Michigan		07/26/2007	CORPORATION: MICHIGAN

#### **RECEIVING PARTY DATA**

Name:	The Kroger Co.
Street Address:	1014 Vine Street
City:	Cincinnati
State/Country:	ОНІО
Postal Code:	45202
Entity Type:	CORPORATION: OHIO

#### PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark	
Serial Number: 78969441		KROGER PERSONAL FINANCE	

## **CORRESPONDENCE DATA**

Fax Number: (858)509-4010

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (858) 509-4006

Email: sdipdocket@pillsburylaw.com

Correspondent Name: Gabrielle A. Holley
Address Line 1: 12255 El Camino Real

Address Line 2: Suite 300

Address Line 4: San Diego, CALIFORNIA 92130

NAME OF SUBMITTER:	Gabrielle Holley	
Signature:	/GAHolley/	
Date:	07/30/2007	

Total Attachments: 2

TRADEMARK REEL: 003591 FRAME: 0485

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TRADEMARK REEL: 003591 FRAME: 0486

## TRADEMARK ASSIGNMENT

WHEREAS, The Kroger Co. of Michigan, a Michigan corporation with a business address at 18334 Laurel Park Drive North, Livonia, Michigan, 48152 ("Assignor") owns the following pending trademark application (the "Application") in the U.S. Patent and Trademark Office, and the goodwill associated therewith (the "Mark"):

**FILING DATE TRADEMARK** SERIAL NO.

78/969441 September 7, 2006 KROGER PERSONAL FINANCE

WHEREAS, The Kroger Co., an Ohio corporation with a business address at 1014 Vine Street, Cincinnati, Ohio, 45202 ("Assignee") is desirous of acquiring the Application and Mark;

NOW, THEREFORE, for the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

- 1. Assignor does hereby assign unto Assignee, all right, title and interest in and to the Application and the Mark, together with any common law rights and the goodwill of the business symbolized therewith, as well as the right (but not the obligation) to assert the Mark and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.
- 2. This document may be executed in two counterparts, each of which shall be deemed to be an original and all such counterparts shall constitute but one and the same instrument.

Dated: 26/2007

The Krog	ger Co.	of Michigan
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Name: <u>Dorothy D. Roberts</u>
Title: <u>Assistant Secretary</u>

The Kroger Co.

Name: Paul W. Heidman

Title: Exec VP : Secretary