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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

10-29-01

1. Name of conveying party(ies):  
Fleming Companies, Inc.

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State Oklahoma  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: Piggly Wiggly Company  
Internal  
Address: \_\_\_\_\_

Street Address: 1991 Corporate Avenue  
City: Memphis State: TN Zip: 38132

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Oklahoma  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: May 7, 2001

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)  
 B. Trademark Registration No.(s)  
1,262,592

Additional number(s) attached  Yes  No

6. Total number of applications and registrations involved: ..... 1

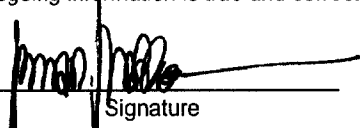
5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: J. Bradley Klepper  
 Internal Address: McAfee & Taft  
Tenth Floor, Two Leadership Square  
 \_\_\_\_\_  
 Street Address: 211 North Robinson  
 \_\_\_\_\_  
 City: OKC State: OK Zip: 73102

7. Total fee (37 CFR 3.41).....\$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account (any deficiency in enclosed fees)

8. Deposit account number:  
500449  
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

J. Bradley Klepper                                            5/23/01  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

ASSIGNMENT OF TRADEMARK

WHEREAS, Fleming Companies, Inc., an Oklahoma corporation with an office located at 1945 Lakepointe Drive, Lewisville, Texas 75057-6424, has adopted and is using in its business the trademark SAV-U, which is registered in the United States Patent and Trademark Office under Registration No. 1,262,592, dated December 27, 1983, for bread; and

WHEREAS, Piggly Wiggly Company, an Oklahoma corporation with an office located at 1991 Corporate Avenue, Memphis, Tennessee 38132, is desirous of acquiring said mark and the registration thereof for use on bread;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Fleming Companies, Inc., does hereby sell and assign unto the said Piggly Wiggly Company all right, title and interest in and to the said mark and the registration thereof, No. 1,262,592, together with the goodwill of the business symbolized by the mark and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, the said Fleming Companies, Inc. has caused this instrument to be executed by its duly authorized corporate officer as of this 7<sup>th</sup> day of May, 2001.

FLEMING COMPANIES, INC.

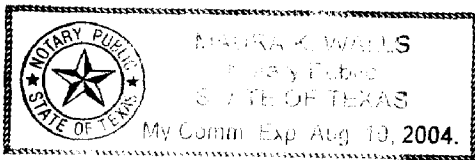
By: Carlos M. Hernandez

*Texas*  
STATE OF OKLAHOMA )  
*Denton* ) ss.  
COUNTY OF OKLAHOMA )

This instrument was acknowledged before me on this 7<sup>th</sup> day of May, 2001, by Carlos M. Hernandez, Senior Vice President

(Seal) Maura K. Walls  
Notary Public

My Commission Expires:  
8-10-2004



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