

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Houchens Industries, Inc.		04/04/2005	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	Houchens Food Group, Inc.
Street Address:	900 CHURCH ST
Internal Address:	P.O. Box 90009
City:	Bowling Green
State/Country:	KENTUCKY
Postal Code:	42102-9009
Entity Type:	CORPORATION: KENTUCKY

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2878657	CLOSE TO HOME
Registration Number:	1888670	COON CREEK COUNTRY HAM
Registration Number:	2009509	CROSS ROADS COUNTRY FRESH QUALITY PORK
Registration Number:	1901824	HOUCHENS
Registration Number:	1827893	HOUCHENS
Registration Number:	2667221	VAL-U SPOT
Registration Number:	2670168	VAL-U-SPOT

CORRESPONDENCE DATA

Fax Number: (502)583-0309
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 5025895235
 Email: whollander@wyattfirm.com
 Correspondent Name: William H. Hollander
 Address Line 1: 500 West Jefferson Street

OP \$190.00 2878657

Address Line 2: Suite 2600
Address Line 4: Louisville, KENTUCKY 40202

NAME OF SUBMITTER:	William H. Hollander
Signature:	/william h hollander/
Date:	09/29/2005

Total Attachments: 2
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ARTICLES OF AMENDMENT TO T
ARTICLES OF INCORPORATION (
HOUCHENS INDUSTRIES, INC.

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Trey Grayson
Secretary of State
Received and Filed
04/08/2005 11:13:06 AM
Fee Receipt: \$40.00

Pursuant to the provisions of Section 271B.10-060 of the Kentucky Business Corporation Act, the undersigned corporation executes these Articles of Amendment to its Amended and Restated Articles of Incorporation:

FIRST: The name of the corporation is Houchens Industries, Inc.

SECOND: These Articles of Amendment to the Amended and Restated Articles of Incorporation have been duly adopted by the Board of Directors of the corporation in accordance with the Kentucky Business Corporation Act.

THIRD: Article I of the Amended and Restated Articles of Incorporation shall be deleted in its entirety and replaced by the following amended Article I:

ARTICLE I


The name of the corporation is Houchens Food Group, Inc.

CERTIFICATE

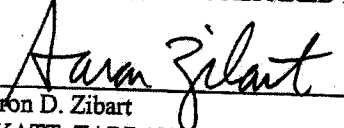
Articles II, III, IV, V, VI, VII, VIII, IX, X and XI of the Amended and Restated Articles of Incorporation have not been amended and shall remain in full force and effect. Pursuant to KRS 271B.10-060(6), the undersigned hereby certifies that the foregoing text of the Articles of Amendment contains an amendment to the corporation's Amended and Restated Articles of Incorporation requiring shareholder approval, which approval was obtained from the sole shareholder of the corporation by written consent dated April 4, 2005.

IN WITNESS WHEREOF, the undersigned duly authorized officer has executed these Articles of Amendment on April 4, 2005.

HOUCHENS INDUSTRIES, INC.

By: 
Quinten B. Marquette, Vice President

THIS INSTRUMENT PREPARED BY:



Aaron D. Zibart
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Louisville, Kentucky 40202
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