

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Societe des Produits Nestle S.A.		11/08/2006	CORPORATION: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wal-Mart Stores, Inc.		
<b>Street Address:</b>	702 S.W. 8th St.		
<b>City:</b>	Bentonville		
<b>State/Country:</b>	ARKANSAS		
<b>Postal Code:</b>	72716-0520		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1810176	EXCEED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(479)277-5889		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	479-273-4505		
<b>Email:</b>	ustm@walmartlegal.com		
<b>Correspondent Name:</b>	Wal-Mart Stores, Inc.		
<b>Address Line 1:</b>	702 S.W. 8th St.		
<b>Address Line 4:</b>	Bentonville, ARKANSAS 72716-0520		
<b>NAME OF SUBMITTER:</b>	Colette Durst-Barkey		
<b>Signature:</b>	/cdb/		
<b>Date:</b>	04/26/2007		
<b>Total Attachments: 1</b> source=EXCEED Assignment#page1.tif			

OP \$40.00 1810176

ASSIGNMENT

WHEREAS, Societe des Produits Nestle S.A., a Swiss corporation located and doing business at Avenue Nestle 55, CH 1800 Vevey, Switzerland, is the owner of the trademark EXCEED, which is registered in the United States Patent and Trademark Office, Registration No. 1810176, and registered in the Canadian Intellectual Property Office, Registration No. TMA0445286; and

WHEREAS, Wal-Mart Stores, Inc., a Delaware corporation located and doing business 702 S.W. 8<sup>th</sup> Street, Bentonville, Arkansas 72716, desires to acquire said trademark and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Societe des Produits Nestle S.A. does hereby assign to Wal-Mart Stores, Inc. all rights, title and interest in and to the trademark EXCEED and the noted registrations, together with the good will of the business symbolized by the trademark.

IN WITNESS WHEREOF, this Assignment is executed this 8<sup>th</sup> day of November, 2006.

Societe des Produits Nestle S.A.

By: J. Maeder 

Name: Jean-Pierre Maeder

Title: Group Head of Trademarks