

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358400

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HAC, Inc.		10/09/2015	CORPORATION: KANSAS
RECEIVING PARTY DATA			
Name:	Associated Wholesale Grocers, Inc.		
Street Address:	5000 Kansas Avenue		
City:	Kansas City		
State/Country:	KANSAS		
Postal Code:	66106		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3110889	PRICE DROP	
Registration Number:	4157169	PRICE DROP	
CORRESPONDENCE DATA			
Fax Number:	9132731882		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	913-234-7526		
Email:	lswain@polsinelli.com		
Correspondent Name:	Lawrence A. Swain		
Address Line 1:	6201 College Blvd., Suite 500		
Address Line 4:	Overland Park, KANSAS 66211		
ATTORNEY DOCKET NUMBER:	ASS011-824934		
NAME OF SUBMITTER:	Geneva Reimer		
SIGNATURE:	/Geneva Reimer/		
DATE SIGNED:	10/13/2015		
Total Attachments: 1			
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CH \$65.00 3110889

ASSIGNMENT OF TRADEMARKS

WHEREAS, HAC, Inc., a Kansas corporation, 390 N.E. 36th, Oklahoma City, Oklahoma 73105 ("**Assignor**"), has adopted, used, is using and owns the following marks:

Price Drop (Words) (Class 35, retail store services in the field of food and general consumer merchandise), Reg. No. 3,110,889 registered July 4, 2006 (Federal)

Price Drop (Design Plus Words, Letters, and/or Numbers) (Class 35, retail store services in the field of food and general consumer merchandise), Reg. No. 4,157,169 registered June 12, 2012 (Federal)

(hereinafter collectively referred to as the "**Marks**"); and

WHEREAS, Associated Wholesale Grocers, Inc., a Kansas corporation, 5000 Kansas Avenue, Kansas City, Kansas 66106 ("**Assignee**"), desires to acquire all rights, title and interest in and to the said Marks, the goodwill symbolized thereby, and the registrations thereof.

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee all rights, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

Dated this 9th day of October, 2015.

ASSIGNOR:

HAC, INC.

By: Darryl Fitzgerald
Darryl Fitzgerald, President

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