

~~09-25-1998~~

02-10-1999

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100837981

100962196

1. Name of conveying party(ies):

Media Assets Acquisition Corp.

MLD

9-22-98

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies):

Name: Progressive Grocer Associates L.L.C.

Internal Address:

Street Address: 263 Tresser Boulevard

City: Stamford State: CT ZIP: 06901

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company (Delaware)

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
- Security Agreement
- Other Corrective Assignment to replace document recorded 10/28/1996 on Reel 1523
- Merger
- Change of Name

Execution Date: October 15, 1996/ Frame 169, where the assignee's name is inadvertently misspelled

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,375,834	1,391,998	1,764,456
1,391,456	1,448,456	
1,391,457	1,714,664	

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Patricia G. Bade, Esq.

Internal Address: Cummings & Lockwood

Street Address: Four Stamford Plaza

P.O. Box 120

City: Stamford State: CT ZIP: 06904

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41): \$ 190.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

09/23/1998 TTOM11 0000073 1375834

01 FC:481 40.00 EP  
02 FC:482 150.00 EP

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.

Kathryn Jennison Shultz  
Name of Person Signing

*Kathryn Jennison Shultz*  
Signature

September 22, 1998  
Date

Total number of pages comprising cover sheet: 1

40 481 T

150 482 D

FORM PTO-1584

11-12-1996

U.S. Dept. of Commerce

1-31-92



Patent and Trademark Office

100-30364

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

1. Name of conveying party(ies): **Media Assets Acquisition Corp.**  
 Individual(s)  
 General Partnership     Limited Partnership  
 Corporation-State    Delaware  
 Other  
 Additional name(s) of conveying party(ies) attached?  
 Yes     No

MRS 10-28-96

2. Name and address of receiving party(ies):  
 Name: **Progressive Grocer Association LLC**  
 Internal Address:  
 Street Address: **253 Trappan Blvd.**  
 City: **Stanford**    State: **CT**    ZIP: **08901**  
 Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other Limited Liability Company \_\_\_\_\_  
 If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes     No

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



Execution Date: 1/18/96

4. Application number(s) or registration number(s)  
 A. Trademark Application No.(s)  
 Additional numbers attached?  Yes     No

Assignments must be a separate documents from Assignment(s) if additional information (name) & address attached:  Yes     No  
 B. Trademark Registration No.(s)  
 1,784,458    1,714,664    1,448,456    1,391,898,    1,391,457  
 1,391,458,    1,375,634

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: **Howard Herman**  
 Internal Address: **Moss & Singer LLP**  
 Street Address: **1301 Avenue of the Americas**  
 City: **NY**    State: **NY**    ZIP **10018**

6. Total number of applications and registrations involved:  7  
 7. Total fee (\$7 CFR 3.41): ..... **2180**  
 Enclosed  
 Authorized to be charged to deposit account  
 8. Deposit account number:

(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.

Howard Herman  
Name of Person Signing

Signature

Date

10/18/96

Total number of pages comprising cover sheet:  1

OMB No. 0861-0011 (exp. 4/84)

Do not detach this portion

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

Public burden reporting for this sample cover sheet is estimated to average 30 minutes per document to be recorded, including time for reviewing the documents and gathering the data needed, and completing and returning the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-100DC, Washington, D.C. 20021, and the Office of Management and Budget, Paperwork Reduction Project (0861-0011).

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby sell, transfer and assign unto said Assignee all of Assignor's right, title and interest in and to the aforesaid marks together with the goodwill of the business connected with the use of and symbolized by said trademarks, together with all common law rights in all such marks and the right to recover any damages and profits for past infringement thereof.

Dated as of January 18, 1995

MEDIA ASSETS  
ACQUISITION CORP.

By:   
Mason Slaine, President

STATE OF CONNECTICUT        )  
  )    ss.:  
COUNTY OF Fairfield        )

On the 15 day of October, 1996, before me personally came Mason Slaine, to me personally known, who, being by me duly sworn, did depose and say that he is the President of Media Assets Acquisition Corp, the corporation described in, and which executed the foregoing instrument; and that he signed his name thereto by order of the board of directors of said corporation.

  
Notary Public

WS2605364.100(1)ann.tcd:sh

RECORDED: 10/28/1996

TRADEMARK  
REEL: 1523 FRAME: 0172

TRADEMARK  
REEL: 1852 FRAME: 0399

ASSIGNMENT OF TRADEMARKS

WHEREAS, Media Assets Acquisition Corp. (hereinafter "Assignor"), a Delaware corporation having a place of business at 263 Tresser Blvd. Stamford, CT 06901, is the sole owner of the entire right, title and interest in and to the trademarks listed below (hereinafter jointly referred to as the "marks"):

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
GM/HBA	1,764,456	April 13, 1993
GLOBAL CHECK OUT	1,714,664	September 8, 1992
FROZEN FOOD AGE	1,448,456	July 21, 1987
GM/HBA	1,391,998	April 29, 1986
SUPERMARKET INSIGHTS	1,391,457	April 29, 1986
CONVENIENCE STORE INSIGHTS	1,391,456	April 29, 1986
PROGRESSIVE GROCER EXECUTIVE REPORT	1.375,834	December 17, 1985

Progressive Grocer Associates L.L.C., a Delaware limited liability company, (hereinafter "Assignee"), having a place of business at 263 Tresser Blvd. Stamford, CT 06901 is desirous of acquiring the entire right, title and interest in and to the marks, together with the goodwill of the business symbolized by such mark;

TRADEMARK  
REEL: 1523 FRAME: 0171