

10-25-2000

Form PTO-1594  
1-31-92



HEET  
.Y

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

101496340

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

1. Name of conveying party(ies):  
**Golden Gallon, Inc.**

Individuals  Association  
 General Partnership -  Limited Partnership  
 Corporation - State: Tennessee  
 Other - \_\_\_\_\_

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

2. Name and address of receiving party(ies):  
 Name: **Koninklijke Ahold NV**

Internal Address: \_\_\_\_\_  
 Street Address: **Albert Heijnweg 1**

City: **1507 EH Zaandam** Country: **Netherlands**

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership - \_\_\_\_\_  
 Corporation - \_\_\_\_\_  
 Other - a Netherlands company \_\_\_\_\_

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 Interest  Change of Name  
 Other \_\_\_\_\_

Execution Date: **May 26, 2000**

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)

**URD 10/11/00**

Additional numbers attached?  Yes  No

Trademark Registration No.(s)  
**Please see attached Schedule A**

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: **Brian Jaenicke, Legal Assistant**  
 Internal Address: **White & Case LLP**

Street Address: **1155 Avenue of the Americas**  
 City: **New York** State: **NY** ZIP: **10036**

6. Total number of applications and registration involved: **4**

7. Total fee (37 CFR 3.41): \$ **115.00**

Enclosed  
 Authorized to be charged to deposit account (in case of deficiency)

8. Deposit account number:  
**23-1705** (in case of deficiency)

(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.*

**Brian T. Jaenicke**  
 Name of Person Signing

*Brian T. Jaenicke*  
 Signature

**10/11/00**  
 Date

Total number of pages comprising cover sheet: **1**

OMB No. 0651-0011 (exp. 4/94)

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 about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

1186208  
 00000201 1186208  
 10/24/2000  
 40.00 DP  
 75.00 DP  
 01 FC=481  
 02 FC=482

**TRADEMARK**  
**REEL: 002161 FRAME: 0481**

10/24/2000  
 01 FC=481  
 02 FC=482  
 75.00 DP

**PROPERTIES****REGISTERED UNITED STATES TRADEMARKS**

<b><u>TRADEMARK</u></b>	<b><u>REGISTRATION NO.</u></b>	<b><u>REGISTRATION DATE</u></b>
GOLDEN GALLON	1,186,208	1/12/1982
GOLDEN GALLON	994,024	9/24/1974 RENEWED 9/23/1994
FOOD STORE & Design	1,178,710	11/17/1981 Canceled 6/21/1988
ON YOUR WAY TO EVERYWHERE	1,196,020	5/18/1982 Canceled 1/11/1989

**OTHER ASSIGNED RIGHTS**

1. The right to succeed Assignor and continue to prosecute as Opposer in Opposition Number 96,707 before the Trademark Trial and Appeal Board of the United States Patent and Trademark Office.
2. All right, title and interest to all of Assignor's common law intellectual property rights that may exist.

## TRADEMARK ASSIGNMENT

WHEREAS, Golden Gallon, Inc., a corporation organized and existing under and by virtue of the laws of the State of Tennessee and having a principal place of business at 6045 Century Oaks Drive, Bonny Oaks Industrial Park, Chattanooga, Tennessee 37416 ("ASSIGNOR"), owns the entire right, title and interest in, to and under the trademarks and the other assigned rights set forth in the attached Schedule A (the "Properties"); and

WHEREAS, Koninklijke Ahold NV, a public company with limited liability organized and existing under the laws of the Netherlands and having a principal place of business at Albert Heijnweg 1, 1507 EH Zaandam, the Netherlands ("ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under the Properties.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, and pursuant to that certain Intellectual Property Transfer Agreement, dated as of May 25, 2000, the ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the Properties, together with the goodwill of the business symbolized by the Properties, and the registration thereof, and further including: all income, royalties, and damages now and hereafter due and/or payable to ASSIGNOR, including without limitation, damages and payments for past or future infringements and misappropriations thereof, all rights to sue for past, present and future infringements or misappropriations thereof, and all rights corresponding to any of the above throughout the world;

AND THE ASSIGNOR HEREBY authorizes and requests the Commissioner of the United States Patent and Trademark Office, and any official of any country or countries foreign to the United States, whose duty is to issue trademark registrations or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND THE ASSIGNOR HEREBY covenants and agrees that the ASSIGNOR has full right to convey the entire interest herein assigned, and that the ASSIGNOR has not executed, and will not execute, any agreement in conflict herewith.

AND THE ASSIGNOR HEREBY further covenants and agrees that the ASSIGNOR will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to the ASSIGNOR respecting the Properties, and testify in any legal proceeding, sign all lawful papers, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the Properties.

IN TESTIMONY WHEREOF, the undersigned have caused this Assignment to be duly executed by a duly authorized officer and their respective seals affixed hereto as of the date set forth below.

ASSIGNOR

GOLDEN GALLON, INC.

By: Arnold Tackett

Its: Vice Chairman

Date: 5-26-00

STATE OF Tennessee )

)ss:

COUNTY OF Hamilton )


On this 26<sup>th</sup> day of May 2000, before me the undersigned, a Notary Public for the Country of Hamilton, personally appeared Arnold Tackett, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Janet Rutledge  
Signature of Notary

ASSIGNEE

KONINKLIJKE AHOLD NV

By:  \_\_\_\_\_

Its: President

Date: 24-05-2000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Koninklijke Ahold NV

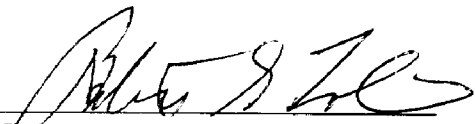
Assistant Commissioner of Patents  
and Trademarks  
BOX ASSIGNMENTS  
Washington, DC 20231

SIR:

APPOINTMENT OF DOMESTIC REPRESENTATIVE

White & Case LLP, whose postal address is 1155 Avenue of the Americas, New York, New York 10036, is hereby designated registrant's representative upon whom notice or process in proceedings affecting the marks set forth on Schedule A attached hereto may be served.

Koninklijke Ahold NV

By:   
Name: Robert G. Tobin  
Title: Executive Vice President

Dated: 10-9-00

**SCHEDULE A**

<b><u>MARK</u></b>	<b><u>APP./REG. NO.</u></b>	<b><u>FILING/REG. DATE</u></b>
GOLDEN GALLON	1,186,208	1/12/82
GOLDEN GALLON	994,024	9/24/74
FOOD STORE & Design	1,178,710	11/17/81
ON YOUR WAY TO EVERYWHERE	1,196,020	5/18/82