

02-02-2001



Form PTO-1594  
1-31-92

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

101604355

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

1. Name of conveying party(ies):  
**Samar, LLC** *1-25-01*

Individuals  Association  
 General Partnership -  Limited Partnership  
 Corporation - State:  
 Other - Limited Liability Company

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

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

Name: Koninklijke Ahold N.V.  
 Internal Address: Albert Heijnweg 1  
 Street Address: 1507 EH Zaandam  
 Country: The Netherlands

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation- \_\_\_\_\_  
 Other - A Netherlands Company

3. Nature of conveyance:

Assignment  Merger  
 Security Interest  Change of Name  
 Other \_\_\_\_\_

Execution Date: December 4, 2000

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

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

A. Trademark Application No.(s)  
 Please see attached Schedule A

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: Vincent Martell, 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 85

7. Total fee (37 CFR 3.41): ..... \$ 2140.00

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

02/01/2001 DBYRNE 00000121 1246187

01 EC:481 40.00 DP  
 02 BC:482 2100.00 DP

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.*

Vincent Martell  
 Name of Person Signing

Signature

1/22/01  
 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.

**SCHEDULE A**

<b><u>Mark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date/Filing Date</u></b>
ADMIRATION	1246187	7/26/83
ATTACK	1236991	5/10/83
BETTER FOR YOU	1775634	6/8/93
BETTER FOR YOU...NATURALLY	1385552	3/4/86
BRITTANY	1451067	8/4/87
CHARGE	1240796	6/7/83
CHECKMATE	1236990	5/10/83
CHE DESIGN	865856	3/4/69
CLAM DIGGERS	1406017	8/19/86
COASTAL OF CAROLINA	0976029	1/1/74
COCINA DE CALIDAD (30)	75/871871	12/14/99
COCINA DE CALIDAD (29)	75/871872	12/14/99
COCINA DE CALIDAD & DESIGN (29)	75/879155	12/23/99
COCINA DE CALIDAD & DESIGN (30)	75/879132	12/23/99
CORONET	1236989	5/10/83
CZAR	1246765	8/2/83
ELIZABETH PARK	0153085	3/7/22
EMINENCE	1239052	5/24/83
EMPEROR	1247499	8/9/83

GARDEN FRESH PRODUCE EXPRESS	1848375	8/2/94
GOOD PEOPLE, GOOD PRODUCTS, GOOD PRICES	1811260	12/14/93
HALTON FARMS	75/407663	12/18/97
HALTON FARMS (29)	2383694	12/18/97
HARRISON HOUSE	0865854	3/4/69
HARRISON HOUSE AND DESIGN	0865855	3/4/69
HEALTH CYCLE DESIGN	1890226	4/18/95
LION'S PRIDE	1965039	4/2/96
LIONHEAD DESIGN	655597	12/10/57
LIONHEAD DESIGN BOLD	1740357	12/15/92
M DESIGN	1255355	10/25/83
MENU SYSTEMS BY DESIGN & DESIGN	2027394	12/31/96
MONARCA (29)	1309246	12/11/84
MONARCA (29, 30)	1755543	3/2/93
MONARCA E-Z MELT	2171648	7/7/98
MONARCH	0652490	10/1/57
MONARCH & DESIGN	0652493	10/1/57
MONARCH & DESIGN	0180558	3/4/24
MONARCH & DESIGN	1585912	3/6/90
MONARCH & DESIGN	0224367	2/22/27
MONARCH & DESIGN	0403963	10/26/43
MONARCH & DESIGN	1843266	7/5/94
MONARCH & DESIGN	0178357	1/8/24

MONARCH (STYLIZED)	0180174	2/28/24
MONARCH ADVANTAGE	74/344084	12/29/92
MONARCH DIRECT	75/839840	11/3/99
MONARCH HERITAGE	74/342863	12/23/92
MONARCH PREMIUM	2071587	6/17/97
MONARCH PREMIUM	2067081	6/3/97
MONARCH PREMIUM	1716091	9/15/92
MONARCH REGENCY	2242894	5/4/99
MONTAL	0534240	12/5/50
MORCO	1310474	12/18/84
MORCO	1255354	10/25/83
MR. BUTLER	1862957	11/15/94
MR. BUTLER & BOW TIE	1859059	10/18/94
OBLIGE	1251414	9/20/83
PERFECTA	1836955	5/17/94
PERFECTA	2382872	6/15/99
PERFECTA (stylized)	1841950	6/26/94
POWER PAC II	2322852	2/29/00
PRINCESS	2337113	11/5/97
REGIME	1251415	9/20/83
REIGN	1246764	8/2/83
SANDLER FOODS	1446878	7/7/87
SF SANDLER FOODS & DESIGN	1432470	3/10/87
SHEIK	2187916	9/8/98
SIGNET	1246205	7/26/83

SPECIALTY BUY-LINE	2084495	7/29/97
SPECIALTY DISTRIBUTION & DESIGN	1866586	12/8/94
ST. JOHNS	1469233	12/15/87
SUNDAY DINNER	0641503	2/12/57
SUNDAY DINNER	0747003	3/19/63
SUNDAY DINNER	0534231	12/5/50
SUNDAY DINNER AND DESIGN	1486613	5/3/88
SUNDAY DINNER BUY-LINE	2084497	7/29/97
SUPPORT	1236992	5/10/83
THE MONARCH EDGE	1436413	4/14/87
THE STRONGEST LINK IN YOUR CHAIN	2279794	9/21/99
THERE'S MORE TO FOODSERVICE THAN JUST GOOD FOOD	1446932	7/7/87
TOMATOES VERSATILE	0722872	10/17/61
TRU-FRY	2239623	4/13/99
VALLEY LAKE FARMS & DESIGN	1593200	4/24/90
YACHT CLUB AND DESIGN	0203531	9/22/25
HALTON FARMS EXPRESS & DESIGN	76/114609	8/22/00
HALTON FARMS EXPRESS & DESIGN	76/114610	8/22/00
HALTON FARMS EXPRESS & DESIGN	76/114608	8/22/00

**SCHEDULE A**

**MARK**

**APP./REG. NO.**

**FILING/REG. DATE**

TRADEMARK ASSIGNMENT

WHEREAS, Saramar, LLC, a limited liability company organized and existing under the laws of the State of Delaware with offices at 470 Hanes Mill Rd., Winston-Salem, North Carolina ("Assignor"), is the legal and beneficial owner of the trademarks listed on Schedule A hereto (collectively with all applications and registrations thereof and the goodwill associated therewith, the "Trademarks"); 27105

WHEREAS, Assignor agrees to assign its entire right, title and interest in and to the Trademarks, to Koninklijke Ahold N.V., a public company with limited liability organized under the laws of The Netherlands ("Assignee"); and

WHEREAS, pursuant to that certain Intellectual Property Transfer Agreement, dated as of December 1, 2000, Assignee agrees to acquire Assignor's entire right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, sells and transfers, effective as of December 4, 2000, to Assignee, its successors and assigns, its entire right, title interest and ownership in and to the Trademarks and said registrations and applications, together with the goodwill of the business symbolized by such Trademarks and all rights, privileges, claims, causes of action and options relating or pertaining to the Trademarks including, without limitation, damages and payments for past and future infringements and misappropriations thereof, and all rights corresponding to any of the above throughout the world.

Assignor hereby requests the Commissioner of Patents and Trademarks of the United States of America, whose duty it is to issue trademark registrations, to issue the Certificate of Registration, Renewal, or Assignment, for any registration or application of the Trademarks, to Assignee, its successors, and assigns, in accordance with the terms of this Assignment.

Assignor further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents as Assignee may reasonably request to fully effectuate this Assignment including, but not limited to, the execution of assignments in recordable form in each jurisdiction where trademark registrations or applications for the Trademarks may be issued or pending.

This 4<sup>th</sup> day of December, 2000.


SARAMAR, LLC, as Assignor

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

Name:

Title:

KONINKLIJKE AHOLD N.V., as Assignee

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

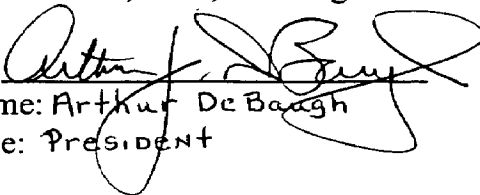
Name: C. H. van der Hoeven

Title: President



This 4th day of December 2000.

SARAMAR, LLC, as Assignor

By:   
Name: Arthur De Baugh  
Title: President

KONINKLIJKE AHOLD N.V., as Assignee

By: \_\_\_\_\_  
Name:  
Title:

*Trademark Assignment*