

07-02-2002



TRADEMARK
03381-T0253A ELF/MJS

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	Mars Advertising Company, Inc.
Assignee	The Great Atlantic & Pacific Tea Company, Inc.
Application No.	76/048,674
Trademark	NOW YOU'RE COOKING

Box Assignment
Assistant Commissioner for Trademarks
Washington, DC 20231

Trademark Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

06/25/02

1. Name and Address of Conveying party. Mars Advertising Company, Inc.; a Corporation of the State of Michigan; 24209 Northwestern Highway, Suite 100, Southfield, Michigan 48075.
2. Name, Address and State of Incorporation of Receiving Party. The Great Atlantic & Pacific Tea Company, Inc., a Corporation of the State of Maryland; 2 Paragon Drive, Montvale, New Jersey 07645.
3. Nature of Conveyance: Assignment. Execution Date: June 4, 2002.
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Eugene L. Flanagan III, Registration No. 27,634
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

June 20, 2002

Danielle Dominici

07/01/2002 LMUELLER 00000212 76048674

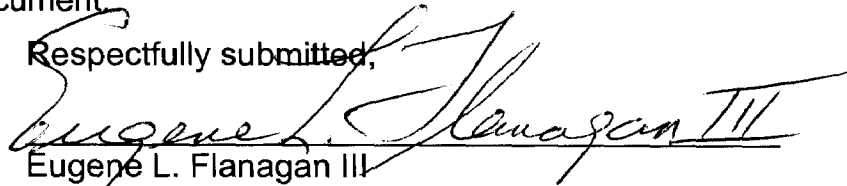
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REEL: 002535 FRAME: 0867

5. Application Number: 76/048,674.
6. Total Number of Applications Involved: 1.
7. Total Fee (37 CFR 3.41). \$40.00 due. A check for this amount is enclosed herewith.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 4. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Eugene L. Flanagan III
Mark J. Speciner
Attorneys for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

WHEREAS, Mars Advertising Company, Inc. (doing business as Farmer Jack) a corporation of the State of Michigan, with an office at 24209 Northwestern Highway, Suite 100, Southfield, Michigan 48075 (hereinafter referred to as ASSIGNOR) had adopted and owns the trademark NOW YOU'RE COOKING, which is pending at the United States Patent and Trademark Office under Application Serial No. 76/048,674;

WHEREAS, ASSIGNOR is also the owner of the copyright to a certain drawing (hereinafter the "kettle drawing"), which is depicted in Schedule A attached hereto;

WHEREAS, The Great Atlantic & Pacific Tea Company, Inc., a corporation of the State of Maryland, having offices at 2 Paragon Drive, Montvale, New Jersey 07645 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark and copyright as set forth hereinabove;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said trademark NOW YOU'RE COOKING and the said copyright "kettle drawing," including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademark and copyright, and the right to sue for past infringements thereof.

MARS ADVERTISING COMPANY, INC.

By Marilyn Barnett
Name:
Title: President

STATE OF Michigan : ss.
COUNTY OF Oakland :

On this 4th day of June, 2002, before me personally came Marilyn Barnett, President [title] of Mars Advertising Company, Inc., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Carol Ann Butash
Notary Public CAROL ANN BUTASH
Notary Public, Oakland County, MI
My Commission Expires 01/14/2003

SCHEDULE A

