

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Assigns the entire interest and goodwill to successor to business assets and accompanying goodwill

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Koninklijke Ahold N.V., Zaandam, Geneva Royalties Branch		07/05/2004	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	Ahold Retail Services AG
Street Address:	Bahnhofstrasse 8
City:	Klosters
State/Country:	SWITZERLAND
Postal Code:	CH-7250
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	78278118	ACADIA SPRINGS
Serial Number:	78280588	CHEEZYMELT
Serial Number:	78280564	SPARKLING CHIP'UMS
Serial Number:	78280562	TASTEE CHEEZ
Serial Number:	78280556	TWIST 'N CHEWS

CORRESPONDENCE DATA

Fax Number: (717)237-5300
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 717-232-8000
 Email: sheberli@mwn.com
 Correspondent Name: Sue Heberlig
 Address Line 1: 100 Pine Street
 Address Line 4: Harrisburg, PENNSYLVANIA 17108

ATTORNEY DOCKET NUMBER: 356/21631-0001

OP \$140.00 78278118

DOMESTIC REPRESENTATIVE

Name: Michael A. Doctrow
Address Line 1: 100 Pine Street
Address Line 4: Harrisburg, PENNSYLVANIA 17108

NAME OF SUBMITTER:

Sue Heberlig

Total Attachments: 2

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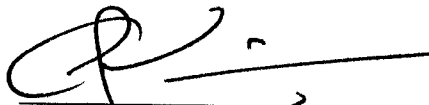
WHEREAS, **Koninklijke Ahold N.V., Zaandam, Geneva Royalties Branch** ("Assignor"), organized under the laws of Switzerland, as an intellectual properties branch of a Dutch public company with limited liability, having its principal office at 2 Rue Jean-Petit, Geneva, Switzerland CH-1204, has filed applications to register the trademarks listed on the Schedule A attached hereto in the United States Patent and Trademark Office; and,

WHEREAS, **Ahold Retail Services AG** ("Assignee"), a Switzerland corporation with its principal office at Bahnhofstrasse 8, Klosters, Switzerland CH-7250, has succeeded to the business, assets and accompanying goodwill of said Koninklijke Ahold N.V., Zaandam, Geneva Royalties Branch.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, and transfers unto Assignee as of the date hereof the entire right, title and interest in and to those trademarks listed on Schedule A hereto, together with all applications to register said trademarks, the goodwill of the business symbolized by the trademarks, and all claims for damages by reason of past infringement of said trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the said Assignor has caused this instrument to be executed by its duly authorized corporate officer on the 5th day of July, 2004.

KONINKLIJKE AHOLD N.V., ZAANDAM,
GENEVA ROYALTIES BRANCH



Name: Andre Bultenhuis
Title: Branch Manager

Schedule A

Trademark	Serial No.
ACADIA SPRINGS	78/278,118
CHEEZYMELT	78/280,588
SPARKLING CHIP'UMS	78/280,564
TASTEE CHEEZ	78/280,562
TWIST 'N CHEWS	78/280,556