

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE 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: 27

Property Type	Number	Word Mark
Serial Number:	78280152	APPLE O'S
Serial Number:	78280162	BUTTERY CRUNCH BLAST
Serial Number:	78280165	CARAMEL NUT HULLABALOO
Serial Number:	78280591	CHEEZ SNAPS
Serial Number:	78280585	CHIP'UMS
Serial Number:	78280167	CHOCOLATE ALMOND DESTINY
Serial Number:	78280213	CINNAMON CRISPERS
Serial Number:	78280159	CLEAR SPLASH
Serial Number:	78280215	COCOA BITS
Serial Number:	78280216	COCOA MAGIC
Serial Number:	78280217	CRISPERS
Serial Number:	78280219	FRUIT KICKERS
Serial Number:	78280223	FRUIT SWIRLS
Serial Number:	78280225	FRUITY BITS

OP \$690.00 78280152

Serial Number:	78280579	FUDGE FACTORY
Serial Number:	78280576	HOMETOWN BAKERY
Serial Number:	78280297	HONEY CRUNCHIN OATS
Serial Number:	78280303	KRUNCH HEADS
Serial Number:	78280307	OAT & O'S
Serial Number:	78280309	RAINBOW TREASURES
Serial Number:	78280571	RANGLERS
Serial Number:	78280568	SEAL & LOCK
Serial Number:	78280313	SOURCE 100
Serial Number:	78280168	TANGY TWISTER
Serial Number:	78280553	TWISTO'S
Serial Number:	78280504	UNDIE UPS
Serial Number:	78280593	WHEAT'UMS

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

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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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 5th day of July, 2004 by and between **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-Petitot, Geneva, Switzerland CH-1204, and **Ahold Retail Services AG** ("Assignee"), a Switzerland corporation with its principal office at Bahnhofstrasse 8, Klosters, Switzerland CH-7250.

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 the entire right, title and interest in and to those trademarks and trademarks registrations listed on Schedule "A" hereto, together with the goodwill of the business symbolized by the trademarks and trademark registrations, together with 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 Buitenhuis
Title: Branch Manager

Schedule A

Trademark	Serial No.
APPLE O'S	78/280,152
BUTTERY CRUNCH BLAST	78/280,162
CARAMEL NUT HULLABALOO	78/280,165
CHEEZ SNAPS	78/280,591
CHIP'UMS	78/280,585
CHOCOLATE ALMOND DESTINY	78/280,167
CINNAMON CRISPERS	78/280,213
CLEAR SPLASH	78/280,159
COCOA BITS	78/280,215
COCOA MAGIC	78/280,216
CRISPERS	78/280,217
FRUIT KICKERS	78/280,219
FRUIT SWIRLS	78/280,223
FRUITY BITS	78/280,225
FUDGE FACTORY	78/280,579
HOMETOWN BAKERY	78/280,576
HONEY CRUNCHIN OATS	78/280,297
KRUNCH HEADS	78/280,303
OAT & O'S	78/280,307
RAINBOW TREASURES	78/280,309
RANGLERS	78/280,571
SEAL & LOCK	78/280,568
SOURCE 100	78/280,313
TANGY TWISTER	78/280,168
TWISTO'S	78/280,553
UNDIE UPS	78/280,504
WHEAT'UMS	78/280,593