

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Trend Publishing, Inc.		08/20/2004	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	MacFadden Grocery Headquarters, LLC
<b>Street Address:</b>	333 Seventh Avenue
<b>Internal Address:</b>	11th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10001
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2162905	GROCERY HEADQUARTERS

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(212)245-3009
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	212-541-6222
<b>Email:</b>	bmcfeely@kanekessler.com
<b>Correspondent Name:</b>	Brendan P. McFeely
<b>Address Line 1:</b>	1350 Avenue of the Americas
<b>Address Line 2:</b>	Kane Kessler PC
<b>Address Line 4:</b>	New York, NEW YORK 10019

<b>ATTORNEY DOCKET NUMBER:</b>	3799-5
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<b>NAME OF SUBMITTER:</b>	Brendan P. McFeely
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<b>Total Attachments: 2</b>
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OP \$40.00 2162905

**TRADEMARK ASSIGNMENT**

WHEREAS, Trend Publishing, Inc., a corporation organized and existing under the laws of the State of Delaware, with an address at One Erie Street-Suite 401, Chicago, Illinois United States of America 60611 (hereinafter called the ASSIGNOR) is the owner of and has adopted, used and is using the trademark listed on Schedule "A" hereto (the "Trademark"), for which a registration has been issued by the United States Patent and Trademark Office;

WHEREAS, MacFadden Grocery Headquarters, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with an office at 333 Seventh Avenue-11<sup>th</sup> Floor, New York, New York 10001, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring all right, title and interest in and to the Trademark and the goodwill associated therewith.

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all of its right, title and interest in and to the Trademark and all registrations and applications therefor, together with the goodwill connected with the use of and symbolized by said Trademark, and the ongoing and existing businesses associated with the Trademark

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 20th day of August, 2004.

**TREND PUBLISHING, INC.**

By: William J. D'Alexander  
Name: William J. D'Alexander  
Title: President

**SCHEDULE A**

**Trademarks**

<b>TRADEMARK</b>	<b>REGISTRATION NO.</b>	<b>OWNER</b>
GROCERY HEADQUARTERS	2162905	Trend Publishing, Inc.

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