

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Marsh Supermarkets, Inc.		09/15/2004	CORPORATION:

RECEIVING PARTY DATA

Name:	Trademark Holdings, Inc.
Street Address:	1105 North Market, Suite 1300
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	78207696	THE C.A.F.E. GROUP CREATING AMAZING FOOD EXPERIENCES
Serial Number:	78224489	COPPER MOON
Serial Number:	78222973	ARTHUR'S FRESH MARKET
Registration Number:	2789486	BEAN BROS.
Registration Number:	2839318	TOSCANA BISTRO
Registration Number:	2838733	MYMARSH
Registration Number:	2839973	VP.
Registration Number:	2849693	CREATING AMAZING FOOD EXPERIENCES
Registration Number:	2872983	THE C.A.F.E. GROUP

CORRESPONDENCE DATA

Fax Number: (317)637-7561  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (317) 634-3456

Email: dsneed@uspatent.com

Correspondent Name: Charles J. Meyer

OP \$240.00 78207696

Address Line 1: 111 Monument Circle, Suite 3700  
Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:

1063-1

NAME OF SUBMITTER:

Charles J. Meyer

Total Attachments: 3

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## ASSIGNMENT

WHEREAS, Marsh Supermarkets, Inc., an Indiana corporation located at 9800 Crosspoint Boulevard, Indianapolis, Indiana 46256 (hereinafter "Assignor"), is the owner of the United States Trademark registrations and applications listed on Schedule A; and,

WHEREAS, Trademark Holdings, Inc., a Delaware corporation located at 1105 North Market, Suite 1300, Wilmington, Delaware 19801 (hereinafter "Assignee"), desires to acquire said marks and registrations thereon;

### **NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN**

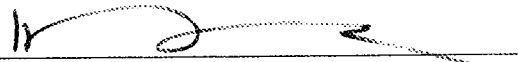
Be it known that for and in consideration of the sum of One and No/100 Dollars (\$1.00) and other good and valuable consideration said Marsh Supermarkets, Inc., hereby acknowledges the aforesaid contribution, assignment and transfer, and by these presents does contribute, assign and transfer unto Trademark Holdings, Inc. the entire right, title and interest in and to the above named trademarks, including the Certificates of Registrations, together with the goodwill of the business symbolized by said marks, together with all rights of action, in law or in equity, for any past or future infringement thereof. Assignor agrees to promptly execute and deliver to Assignee or its legal representatives all papers, instruments or affidavits required to carry out and record this transfer and assignment of the Trademark Properties to Assignee.

Said trademarks and registrations are to be held and enjoyed by Trademark Holdings, Inc. for its own use and benefit and for its successors and assigns to the full end of the present or extended term for which said Certificate of Registrations has been granted, as fully and entirely as the same would have been held by Marsh Supermarkets, Inc. if this assignment and contribution had not been made.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and effective as of the 15<sup>th</sup> day of September, 2004.


WITNESS Assignor's hand:

MARSH SUPERMARKETS, INC.

By:   
P. Lawrence Butt, Senior Vice President

STATE OF INDIANA                    )  
  ) SS:  
COUNTY OF HAMILTON            )

Before me, a Notary Public, in and for said County and State, personally appeared the above-named for Assignor, P. Lawrence Butt, to me personally known, and who executed the foregoing Assignment in my presence and acknowledged the execution thereof as his free and voluntary act and deed for the uses and purposes therein set forth and expressed.

  
Notary Public - Rebecca J. Robinson  
Resident of Delaware County, Indiana

My Commission Expires:

December 20, 2009



## Schedule A

<i>U.S. Trademark Registrations</i>		
<i>Tm. Reg. No.</i>	<i>Mark</i>	<i>Reg. Date</i>
2,789,486	BEAN BROS.	12/2/03
2,839,318	TOSCANA BISTRO	5/4/04
2,838,733	MYMARSH	5/4/04
2,839,973	VP Stylized	5/11/04
2,849,693	CREATING AMAZING FOOD EXPERIENCES	6/1/04
2,872,983	THE C.A.F.E. GROUP	8/10/04

<i>U.S. Trademark Applications</i>		
<i>Tm. Application No.</i>	<i>Mark</i>	<i>Filed</i>
78/207,696	THE C.A.F.E. GROUP – CREATING AMAZING FOOD EXPERIENCES & Design	1/28/03
78/224,489	COPPER MOON	1/12/03
78/222,973	ARTHUR'S FRESH MARKET	3/7/03

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