

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
Trend Publishing, Inc.		04/13/2005	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	MacFadden Grocery Headquarters, LLC		
Street Address:	333 Seventh Avenue		
Internal Address:	11th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2162905	GROCERY HEADQUARTERS	
CORRESPONDENCE DATA			
Fax Number:	(212)245-3009		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-541-6222		
Email:	skaplan@kanekessler.com		
Correspondent Name:	Kane Kessler, PC		
Address Line 1:	1350 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Susan S. Kaplan		
Signature:	/susan s. kaplan/		
Date:	04/18/2005		

Total Attachments: 2

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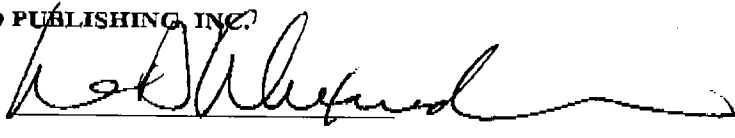
WHEREAS, Trend Publishing, Inc., a corporation organized and existing under the laws of the State of Illinois, with an address at 1 East Erie Street, Chicago, Illinois United States of America 60611 (hereinafter called the ASSIGNOR) is the owner of and has adopted, used and is using the trademark listed 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, 11th Floor, New York NY 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 13 day of April 2005.

TREND PUBLISHING, INC.

By: 

Name: William J D'Alexander

Title: President

SCHEDULE A

Trademarks

TRADEMARK	REGISTRATION NO.	OWNER
GROCERY HEADQUARTERS	2162905	Trend Publishing, Inc.