

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.		01/01/2006	CORPORATION: NETHERLANDS
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: 1			
Property Type	Number	Word Mark	
Registration Number:	2759500	GIFT A LA CARD	
CORRESPONDENCE DATA			
Fax Number:	(717)237-5300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	717-232-8000		
Email:	trademarks@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		

OP \$40.00 2759500

NAME OF SUBMITTER:	Sue Heberlig
Signature:	/SueHeb/
Date:	05/10/2006
Total Attachments: 1 source=TM Assignment GIFT#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made effective as of the 1st day of January, 2006 by and between Koninklijke Ahold, N.V. (the "Assignor"), a Netherlands corporation having its principal place of business at P.O. Box 985, 1000 AZ Amsterdam, The Netherlands, and Ahold Retail Services AG (the "Assignee"), a Switzerland corporation having its principal place of business at Bahnhofstrasse 8, Klosters, Switzerland CH-7250.

Assignor is the owner of trademark registration no. 2,759,500 for the GIFT A LA CARD trademark; and

Assignor has elected to transfer all of its right, title, and interest in and to the trademark registration to Assignee.

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 the trademark registration, together with the goodwill of the business symbolized by the trademark registration, together with all claims for damages by reason of past infringement of said trademark, 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 Assignor has executed this document on the 15th day of May, 2006, to be made effective as of the 1st day of January, 2006.

KONINKLIJKE AHOLD, N.V.

P.N. Wakkie
Executive Vice President and
Chief Corporate Governance Counsel

