

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
Trademark Holdings, Inc.		05/19/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Fresh Market, Inc.		
Street Address:	628 Green Valley Road		
City:	Greensboro		
State/Country:	NORTH CAROLINA		
Postal Code:	27408		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2902361	ARTHUR'S FRESH MARKET	
CORRESPONDENCE DATA			
Fax Number:	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.408.4161		
Email:	docketing@finnegan.com		
Correspondent Name:	Douglas A. Rettew		
Address Line 1:	901 New York Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001-4413		
ATTORNEY DOCKET NUMBER:	07798.8050-00000		
NAME OF SUBMITTER:	Douglas A. Rettew		
Signature:	/Douglas A. Rettew/		
Date:	06/09/2006		

OP \$40.00 2902361

Total Attachments: 2
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ASSIGNMENT

WHEREAS, Trademark Holdings,, Inc., a Delaware corporation located at 1105 North Market, Suite 1300, Wilmington, Delaware 19801 (hereinafter "Assignor"), is the owner of the mark ARTHUR'S FRESH MARKET, including United States Trademark Registration No. 2,902,361, issued November 9, 2004; and,

WHEREAS, The Fresh Market, Inc. a North Carolina corporation having its principal place of business at 628 Green Valley Road, Greensboro, North Carolina 27408 (hereinafter "Assignee"), desires to acquire said mark and registration 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 Trademark Holdings, Inc., hereby acknowledges the aforesaid contribution, assignment and transfer, and by these presents does contribute, assign and transfer unto The Fresh Market, Inc. the entire right, title and interest in and to the above named trademark, including the Certificate of Registration, together with the goodwill of the business symbolized by said mark, 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 ARTHUR'S FRESH MARKET mark to Assignee.

Said trademark and registration is to be held and enjoyed by The Fresh Market, 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 Registration has been granted, as fully and entirely as the same would have been held by Trademark Holdings, 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 19th day of May, 2006.


WITNESS Assignor's hand:

TRADEMARK HOLDINGS, INC.

By: 
~~Jeffrey K. Simpson~~ SUSAN T. DUBB
~~Vice President~~ Secretary / Treasurer

STATE OF DELAWARE)
COUNTY OF New Castle) SS:

Before me, a Notary Public, in and for said County and State, personally appeared the above-named for Assignor, ~~Jeffrey K. Simpson~~ SUSAN T. DUBB, 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

My Commission Expires:

SONJA ALLEN BEVAN
Notary Public - Delaware
My Comm. Expires May 30, 2006
