

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	09/01/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
HANNAFORD BROS. CO.		09/01/2006	CORPORATION: MAINE

**RECEIVING PARTY DATA**

Name:	HANNAFORD LICENSING CORP.
Street Address:	145 PLEASANT HILL ROAD
Internal Address:	HANNAFORD LEGAL DEPT.
City:	SCARBOROUGH
State/Country:	MAINE
Postal Code:	04074
Entity Type:	CORPORATION: MAINE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	2303206	VIDEO CENTRAL
Registration Number:	1903213	BUDGET VALUES
Registration Number:	1806856	EARTH MATTERS
Registration Number:	1782249	SERVICE PLUS
Registration Number:	2010939	HANNAFORD
Registration Number:	1747591	WE'RE HERE FOR YOU
Registration Number:	1731710	PHOTO CENTRAL

**CORRESPONDENCE DATA**

Fax Number: (207)885-2875  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 207-885-3071  
 Email: mpowell@hannaford.com

OP \$190.00 2303206

Correspondent Name: ANDE A. SMITH  
Address Line 1: 145 PLEASANT HILL ROAD  
Address Line 2: HANNAFORD LEGAL DEPT.  
Address Line 4: SCARBOROUGH, MAINE 04074

NAME OF SUBMITTER:	Ande A. Smith
Signature:	/ande a. smith/
Date:	09/14/2006

Total Attachments: 2  
source=Assignment of Marks from HBC to HLC 9-1-06#page1.tif  
source=Assignment of Marks from HBC to HLC 9-1-06#page2.tif

ASSIGNMENT OF TRADEMARKS  
AND SERVICE MARKS

WHEREAS, Hannaford Bros. Co., a Maine corporation ("Assignor"), with a principal place of business at 145 Pleasant Hill Road, Scarborough, Maine 04074 and a mailing address of P. O. Box 1000, Portland, Maine 04104, has adopted and is using the following service marks:

(1) **VIDEO CENTRAL**, which is registered in the United States Patent and Trademark Office as Registration No. 2,303,206 and was granted on December 28, 1999; and

(2) **BUDGET VALUES**, which is registered in the United States Patent and Trademark Office as Registration No. 1,903,213 and was granted on July 4, 1995; and

(3) **EARTH MATTERS**, which is registered in the United States Patent and Trademark Office as Registration No. 1,806,856 and was granted on November 23, 1993; and

(4) **SERVICE PLUS**, which is registered in the United States Patent and Trademark Office as Registration No. 1,782,249 and was granted on July 13, 1993; and

(5) **HANNAFORD**, which is registered in the United States Patent and Trademark Office as Registration No. 2,010,939 and was granted on October 22, 1996; and

(6) **WE'RE HERE FOR YOU**, which is registered in the United States Patent and Trademark Office as Registration No. 1,747,591 and was granted on January 19, 1993; and

(7) **PHOTO CENTRAL**, which is registered in the United States Patent and Trademark Office as Registration No. 1,731,710 and was granted on November 10, 1992; and

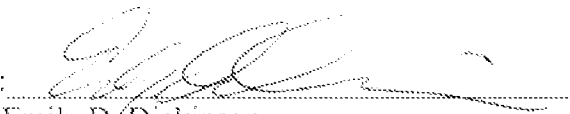
WHEREAS, Hannaford Licensing Corp., a Maine corporation ("Assignee"), with a mailing address c/o Legal Department, 145 Pleasant Hill Road, Scarborough, Maine 04074, is desirous of acquiring the aforesaid service marks and the registrations thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is acknowledged, said Assignor does hereby assign unto said Assignee, all rights, title and interest

in and to said trademarks and service marks, together with the good will of the business symbolized by the mark and the above identified registrations thereof. Assignee accepts such assignment.

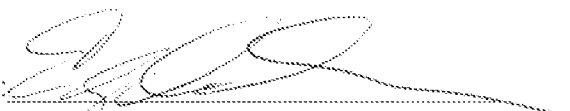
Assignor: HANNAFORD BROS. CO.

Date: September 1, 2006

By:   
Emily D. Dickinson  
Its Senior Vice President and Secretary

Assignee: HANNAFORD LICENSING CORP.

Date: September 1, 2006

By:   
Emily D. Dickinson  
Its Secretary