

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mars Advertising Company, Inc.		05/01/2007	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Big Y Foods Inc.		
<b>Street Address:</b>	2145 Roosevelt Avenue		
<b>City:</b>	Springfield		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01104		
<b>Entity Type:</b>	CORPORATION: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3205140	LIVING WELL EATING SMART	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(248)649-3338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2486493333		
<b>Email:</b>	jas@ybpc.com		
<b>Correspondent Name:</b>	Molly B. Markley, Young Basile		
<b>Address Line 1:</b>	3001 W. Big Beaver Road		
<b>Address Line 2:</b>	Suite 624		
<b>Address Line 4:</b>	Troy, MICHIGAN 48084-3107		
<b>ATTORNEY DOCKET NUMBER:</b>	MAT-181-TM		
<b>NAME OF SUBMITTER:</b>	Molly B. Markley		
<b>Signature:</b>	/Molly B. Markley/		
<b>Date:</b>	05/04/2007		

CH \$40.00 3205140

Total Attachments: 1  
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Our Reference: MAT-181-TM

**TRADEMARK ASSIGNMENT**

WHEREAS Mars Advertising Company, Inc., a Corporation of the State of Michigan, having a principal place of business at 25200 Telegraph Road, 5<sup>th</sup> Floor, Southfield, Michigan 48034, (Hereinafter referred to as "Assignor"), is the owner of U.S. Trademark Registration No. 3,205,140, registered on February 6, 2007 for the trademark LIVING WELL EATING SMART for use on printed material, namely, promotional materials, programs, and publications, namely, magazines, booklets and brochures, all in the field of health, wellness and nutrition used in connection with retail grocery stores, in International Class 016, and is desirous of assigning all of its right, title and interest in the mark "LIVING WELL EATING SMART";

WHEREAS, Big Y Foods Inc., a Corporation of the State of Massachusetts, and having a principal place of business at 2145 Roosevelt Avenue, Springfield, Massachusetts 01104, hereafter referred to as "Assignee", is desirous of acquiring said mark; and

NOW, THEREFORE, for \$1.00 Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the mark LIVING WELL EATING SMART and U.S. Trademark Registration No. 3,205,140, together with goodwill of the business symbolized by the mark and registration of said mark.

Signature: \_\_\_\_\_

*[Handwritten Signature]*  
Chief Administrative Officer  
Mars Advertising Company, Inc.

Date: \_\_\_\_\_

*5/1/07*