

**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>   |
| Marsh Supermarkets, Inc.         |  | 05/21/2007            | CORPORATION: INDIANA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                      |
| <b>Name:</b>                     | Trademark Holdings, LLC  |                       |                      |
| <b>Street Address:</b>           | 1105 North Market, Suite 1300  |                       |                      |
| <b>City:</b>                     | Wilmington   |                       |                      |
| <b>State/Country:</b>            | DELAWARE   |                       |                      |
| <b>Postal Code:</b>              | 19801  |                       |                      |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: DELAWARE  |                       |                      |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                      |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                      |
| Serial Number:                   | 76512505   | MARSH SIGNATURE       |                      |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                      |
| <b>Fax Number:</b>               | (317)637-7561  |                       |                      |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                      |
| <b>Phone:</b>                    | (317) 634-3456   |                       |                      |
| <b>Email:</b>                    | dsneed@uspatent.com  |                       |                      |
| <b>Correspondent Name:</b>       | Charles J. Meyer   |                       |                      |
| <b>Address Line 1:</b>           | 111 Monument Circle, Suite 3700  |                       |                      |
| <b>Address Line 4:</b>           | Indianapolis, INDIANA 46204  |                       |                      |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 1063-219   |                       |                      |
| <b>NAME OF SUBMITTER:</b>        | Charles J. Meyer   |                       |                      |
| <b>Signature:</b>                | /Charles J. Meyer/   |                       |                      |
| <b>Date:</b>                     | 05/23/2007   |                       |                      |

OP \$40.00 76512505

Total Attachments: 2

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**ASSIGNMENT**

WHEREAS, Marsh Supermarkets, Inc., an Indiana corporation located at 9800 Crosspoint Boulevard, Indianapolis, Indiana 46256 (hereinafter "Assignor"), is the owner of United States Federal Trademark Application Serial No. 76/512,505, Filed May 8, 2003 for the mark MARSH SIGNATURE; and

WHEREAS, Trademark Holdings, LLC, a Delaware limited liability company located at 1105 North Market, Suite 1300, Wilmington, Delaware 19801 (hereinafter "Assignee"), desires to acquire said marks and registrations 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 Marsh Supermarkets, Inc., hereby acknowledges the aforesaid contribution, assignment and transfer, and by these presents does contribute, assign and transfer unto Trademark Holdings, LLC 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 Trademark Properties to Assignee.

Said trademark and registration are to be held and enjoyed by Trademark Holdings, LLC 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 have been granted, as fully and entirely as the same would have been held by Marsh Supermarkets, 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 21<sup>st</sup> day of May, 2007.

WITNESS Assignor's hand:

MARSH SUPERMARKETS, INC.

By: *Laura S. Gretencord*  
Laura S. Gretencord, General Counsel  
and Assistant Secretary

STATE OF INDIANA                    )  
  ) SS:  
COUNTY OF HAMILTON            )

Before me, a Notary Public, in and for said County and State, personally appeared the above-named for Assignor, 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.



*Rebecca J. Robinson*  
Rebecca J. Robinson - Notary Public  
Resident of Delaware County, Indiana

My Commission Expires:  
December 20, 2009

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