

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
HANNAFORD LICENSING CORP.		03/25/2009	CORPORATION: MAINE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	3300075	GUIDING STARS
Serial Number:	77434553	GUIDING STARS
Registration Number:	3376609	NUTRITIOUS SHOPPING MADE SIMPLE
Serial Number:	77511507	NUTRITIOUS CHOICES MADE SIMPLE
Registration Number:	3295711	
Registration Number:	3295712	
Registration Number:	3295713	
Serial Number:	77434542	TAKE IT TO HEART
Serial Number:	77434546	GOOD NUTRITION STARTS EARLY
Serial Number:	77434540	YOUR PATIENTS. OUR CUSTOMERS. ONE GOAL.
Serial Number:	77434549	STARWISE
Serial Number:	77669272	MY GUIDING STARS

CORRESPONDENCE DATA

900131772

**TRADEMARK
 REEL: 003970 FRAME: 0736**

OP \$315.00 3300075

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
Correspondent Name: JANET V. BRITTON
Address Line 1: 145 PLEASANT HILL ROAD
Address Line 2: LEGAL DEPT.
Address Line 4: SCARBOROUGH, MAINE 04074

NAME OF SUBMITTER:	Janet V. Britton
Signature:	/janet v. britton/
Date:	04/15/2009

Total Attachments: 3
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EXHIBIT F - TRADEMARK ASSIGNMENT

WHEREAS, HANNAFORD LICENSING CORP., a Maine corporation (hereinafter "Assignor"), having an address at 145 Pleasant Hill Road, Scarborough, ME 04074, has adopted the trademarks listed in Annex 1 and warrants that it is the owner of, has used and is continuing to use said trademarks (the "Guiding Stars trademarks");

WHEREAS, GUIDING STARS LICENSING COMPANY, a Delaware corporation (hereinafter "GSLC"), having an address at 145 Pleasant Hill Road, Scarborough, ME 04074, desires to acquire all of Assignor's right, title and interest in and to the Guiding Stars trademarks, the goodwill symbolized thereby, any and all United States registrations and applications for registration of said trademarks, and the portion of the business of Assignor to which said trademarks apply, which business is ongoing and existing.

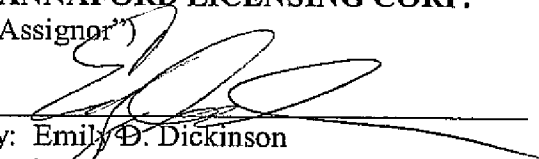
NOW, THEREFORE, effective as of the date set forth below, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to GSLC and its successors and assigns: (i) its entire right, title and interest, in and to the Guiding Stars trademarks, the goodwill symbolized thereby, all United States trademark registrations and applications thereof, and the portion of the business of Assignor to which said trademarks apply, which business is ongoing and existing; (ii) all licenses to which Assignor is a party and which relate to the Guiding Stars trademarks, including the right to collect all royalties or any other payments which are or become due and payable to Assignor under said licenses, and any other income, royalties, damages, and payments now or hereafter due or payable to Assignor with respect to said trademarks; and (iii) all causes of action (either in law or in equity) and the right to sue, and recover for past, present, or future infringement of the rights assigned to GSLC hereunder.

Assignor hereby agrees to execute all papers and to perform such other proper acts as GSLC or its successors or assigns may deem reasonably necessary to secure to GSLC, or to its successors or assigns, the rights hereby transferred.

WHEREFORE, Assignor has caused this Trademark Assignment to be duly executed below, on the date indicated, by its duly authorized officer.

Dated as of MARCH 25, 2009

HANNAFORD LICENSING CORP.
("Assignor")


By: Emily D. Dickinson
Its: Secretary

ANNEX 1

SERVICE MARKS/TRADEMARKS

Description	Reg./Serial #	Class	Date Filed	Status	Jurisdiction
"Guiding Stars"	3300075	35 Supermarket	06/23/06	Registration Granted 09/25/07	US
"Guiding Stars" (database description)	77434553	42 44	03/28/08	Pending – Notice of Allowance issued 1/27/09	US
"Guiding Stars"	5776349	16,35 44	03/21/07	Registration Granted 05/22/08	EU
"Guiding Stars"	J002007012535		03/21/07	Pending, Expect Registration 2009	Indonesia
"Guiding Stars"	1 379 745		01/18/08	Preliminarily approved 11/21/08	Canada
"nutritious shopping made simple"	3376609	35	08/03/06	Registration Granted 01/29/08	US
"nutritious shopping made simple"	5776331	16,35 41,44	03/21/07	Registration Granted 05/05/08	EU
"nutritious shopping made simple"	J002007012534		03/21/07	Pending, Expect Registration 2009	Indonesia
"nutritious shopping made simple"	1 379 746		01/18/08	Pending	Canada
"nutritious choices made simple"	77511507	16,42 44	06/30/08	Pending – published 12/23/08; expect Notice of Allowance to issue this month	US
Icon with One Star	3295711	35	06/30/06	Registration Granted 09/18/07	US
Icon with Two Stars	3295712	35	06/30/06	Registration Granted 09/18/07	US
Icon with Three Stars	3295713	35	06/30/06	Registration Granted 09/18/07	US
Icon with One Star	5776364	16,35 41,44	03/21/07	Registration Granted 05/02/08	EU
Icon with Two Stars	5776497	16,35 41,44	03/21/07	Registration Granted 05/15/08	EU

Icon with Three Stars	5776513	16,35 41,44	03/21/07	Registration Granted 05/28/08	EU
Icon with One Star	J002007012533		03/21/07	Pending, Expect Registration 2009	Indonesia
Icon with Two Stars	J002007012532		03/21/07	Pending, Expect Registration 2009	Indonesia
Icon with Three Stars	J002007012531		03/21/07	Pending, Expect Registration 2009	Indonesia
Icon with One Star	1 379 742		01/18/08	Pending	Canada
Icon with Two Stars	1 379 743		01/18/08	Pending	Canada
Icon with Three Stars	1 379 744		01/18/08	Pending	Canada
"Take it to Heart"	77434542	9 44	03/28/08	Pending – Notice of Allowance issued 2/3/09	US
"Good nutrition starts early"	77434546	9 44	03/28/08	Pending – Notice of Allowance issued 2/3/09	US
"Your patients. Our customers. One goal."	77434540	9 44	03/28/08	Pending – Notice of Allowance issued 2/3/09	US
"Starwise"	77434549	42 44	03/28/08	Pending – Notice of Allowance issued 2/3/09	US
"My Guiding Stars"	77669272	35	02/12/09	Pending	US