TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ahold Licensing SA		06/26/2009	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	Ahold Licensing SArl
Street Address:	2 Rue Jean-Petitot
City:	Geneva
State/Country:	SWITZERLAND
Postal Code:	1204
Entity Type:	LIMITED LIABILITY COMPANY: SWITZERLAND

PROPERTY NUMBERS Total: 125

Property Type	Number	Word Mark
Registration Number:	1108978	MARTIN'S
Registration Number:	1672312	GUARANTEED VALUE
Registration Number:	2165842	MARTIN'S
Registration Number:	2544584	MARTIN'S
Registration Number:	2741533	MARTIN'S
Registration Number:	2759500	GIFT A LA CARD
Registration Number:	2767467	SHOPPING BUDDY
Registration Number:	2846881	CHE-BANGOS
Registration Number:	2857964	FESTINGOS
Registration Number:	2857965	GUSTADOS
Registration Number:	2871579	GUARANTEED VALUE
Registration Number:	2892096	COCOA BITS
Registration Number:	2900751	HOGS BREATH
Registration Number:	2914529	HONEY CRUNCHIN OATS

CH $3140.00 1108978

Registration Number:	2914530	KRUNCH HEADS
Registration Number:	2917444	PEANUT BUTTER RICHES
Registration Number:	2918916	RAINBOW TREASURES
Registration Number:	2918917	SOURCE 100
Registration Number:	2920673	TWISTO'S
Registration Number:	2920674	RANGLERS
Registration Number:	2920675	CHIP'UMS
Registration Number:	2920676	WHEAT'UMS
Registration Number:	2922764	BUTTERY CRUNCH BLAST
Registration Number:	2925024	CARAMEL NUT HULLABALOO
Registration Number:	2925025	CHOCOLATE ALMOND DESTINY
Registration Number:	2925026	TANGY TWISTER
Registration Number:	2925027	COCOA MAGIC
Registration Number:	2936064	CLEAR SPLASH
Registration Number:	2937727	APPLE O'S
Registration Number:	2958686	BAGEL SNACKERS
Registration Number:	2968769	EGGS MADE SIMPLE
Registration Number:	2969900	UNDIE UPS
Registration Number:	2986531	EVERYBODY LOVES SUNDAES
Registration Number:	2993365	ARCTIC DELIGHTS
Registration Number:	2994231	SEAL & LOCK
Registration Number:	2998187	ACADIA
Registration Number:	3003582	CRISPERS
Registration Number:	3021744	CHEEZYMELT
Registration Number:	3040100	ACADIA FRUIT SPRINGS
Registration Number:	3051647	ORCHARD PERFECT
Registration Number:	3080648	THIN DELIGHTS
Registration Number:	3087153	CINNAMON CRISPERS
Registration Number:	3091369	NATURE'S PROMISE
Registration Number:	3091478	INSTA MAC
Registration Number:	3107939	NATURE'S PROMISE
Registration Number:	3113611	FRUIT SWIRLS
Registration Number:	3136604	NATURE'S PROMISE
Registration Number:	3140530	FESTINGOS
Registration Number:	3147919	GUARANTEED VALUE

Registration Number:	3160773	GUARANTEED VALUE
Registration Number:	3228459	SMART LIVING
Registration Number:	3259547	TAKING STEPS
Registration Number:	3278007	MAKING YOUR BUSINESS OURS
Registration Number:	3280902	TAKING SHAPE
Registration Number:	3297769	NATURE'S PROMISE
Registration Number:	3302223	NATURE'S PROMISE
Registration Number:	3313336	FRUITY FUN
Registration Number:	3402557	COOL RINSE
Registration Number:	3411740	GV GUARANTEED VALUE
Registration Number:	3490693	NATURE'S PROMISE
Registration Number:	3497318	NATURE'S PROMISE
Registration Number:	3522366	NUTRIFILTER
Registration Number:	3532208	EGG WHITES MADE SIMPLE
Registration Number:	3544836	
Registration Number:	3548039	
Registration Number:	3548079	SKIN TAMER
Registration Number:	3551711	
Registration Number:	3558788	CHOOSE & COOK
Registration Number:	3558789	CHOOSE & COOK
Registration Number:	3558814	CHOOSE & COOK
Registration Number:	3558815	CHOOSE & COOK
Registration Number:	3562095	HEALTHY IDEAS
Registration Number:	3620677	
Registration Number:	3639135	NATURE'S GOODNESS AT YOUR FINGERTIPS
Registration Number:	3639136	A DELIGHT TO SEE, SMELL, GIVE OR KEEP
Registration Number:	3639137	FROM THE FARM TO OUR SHELVES
Registration Number:	3639138	JUST FOLLOW YOUR NOSE
Registration Number:	3639533	SIMPLE SWAPS
Registration Number:	3679262	MY MARTIN'S ONLINE
Registration Number:	3682647	GUARANTEED VALUE
Registration Number:	3684203	SMILES FOR ALL A FAMILY FRIENDLY AISLE
Registration Number:	3685164	GIANT
Registration Number:	3687219	SMILES FOR ALL
Registration Number:	3690599	

Registration Number:	3703391	NATURE'S PROMISE
Serial Number:	77714212	ANY SIZE
Serial Number:	77757053	CHEESE SEA SNACKERS
Serial Number:	77738991	DOUBLE MONEY BACK GUARANTEE FRESHNESS
Serial Number:	77766750	DROWZ-AWAY
Serial Number:	78280225	FRUITY BITS
Serial Number:	77628327	GIANT
Serial Number:	77560327	GIANT TO GO
Serial Number:	77713215	GIANT TO GO
Serial Number:	77672483	GUARANTEED VALUE
Serial Number:	77672486	GUARANTEED VALUE
Serial Number:	77672487	GUARANTEED VALUE
Serial Number:	77672488	GUARANTEED VALUE
Serial Number:	77279294	HEALTHY IDEAS
Serial Number:	77649923	HIGH POINTS
Serial Number:	77766747	ITEMMASTER
Serial Number:	77738994	LIGHT INDULGENCE
Serial Number:	77330059	
Serial Number:	77379239	
Serial Number:	77379244	
Serial Number:	77379252	
Serial Number:	77379253	
Serial Number:	77379256	
Serial Number:	77379258	
Serial Number:	77379726	
Serial Number:	77978340	
Serial Number:	77713188	MOUNTAIN SHOUTIN'
Serial Number:	77672632	MY GIANT ONLINE
Serial Number:	77672638	MY GIANT ONLINE SHOP FROM HOME
Serial Number:	77279404	MYGIANT ONLINE
Serial Number:	77535696	REAL DEAL
Serial Number:	77549018	REAL DEAL $
Serial Number:	77535694	REAL DEAL
Serial Number:	77548070	RELIABLY LOW PRICES
Serial Number:	77785974	SHOP FOR HEALTH EAT FOR LIFE

Serial Number:	78876202	SIMPLY ENJOY
Serial Number:	78980927	SIMPLY ENJOY
Serial Number:	77725194	SIMPLY GREAT FOOD
Serial Number:	78593984	SIMPLY JUICE
Serial Number:	77371718	SMALL VICTORIES
Serial Number:	77785969	SMALL VICTORIES

CORRESPONDENCE DATA

Fax Number: (717)260-1641

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 717-232-8000

Email: Trademarks@mwn.com

Correspondent Name: Sue Heberlig

Address Line 1: 100 Pine Street

Address Line 4: Harrisburg, PENNSYLVANIA 17108

ATTORNEY DOCKET NUMBER:	21631-0001

DOMESTIC REPRESENTATIVE

Name: Michael A. Doctrow

Address Line 1: 100 Pine Street

Address Line 4: Harrisburg, PENNSYLVANIA 17108

NAME OF SUBMITTER:	Sue Heberlig
Signature:	/SueHeb/
Date:	11/30/2009

Total Attachments: 8

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REGISTRE DU COMMERCE DE GENÈVE

Extrait avec éventuelles radiations

EXTRAIT DU REGISTRE
Report du 30 juillet 2009
No réf. 10859/2006
N° éd. CH-350-3005700-1

Ahold Licensing Sàrl

inscrite le 04 janvier 1994
Société à responsabilité limitée

Réf.	
	Raison Sociale
1	Ahold Licensing Sàrl
	Siège
1	Genève
	Adresse
1	rue Jean-Petitot 2, 1204 Genève
	Dates des Statuts
1	26.06.2009 (nouv. stat.)
	But, Observations
1	But: prestations de services dans le commerce de détail; acquisition, détention, gestion et exploitation de droits de propriété intellectuelle liés notamment à des brevets, marques de commerce et marques de services ou know-how, directement ou par le biais de licence ou de sous-licence, ou par tout autre moyen; financement d'autres entreprises
1	nom commercial: Ahold Licensing (Suisse)
1	Les modalités de transfert des parts sociales dérogent à la loi selon les statuts.
	Transformations (LFus)
1	La société anonyme a été transformée en société à responsabilité limitée conformément au projet de transformation du 26.06.2009 et bilan au 28.12.2008, présentant des actifs de CHF 135'180'000 et des passifs envers les tiers de CHF 55'742'000, contre attribution aux associés de 3'000 parts de CHF 1'000.
	Organes de publication
1	Communication aux associés: par lettre, télétax ou email
1	Feuille Officielle Suisse du Commerce

Réf.	Capital		
	Nominal	Libéré	
1	CHF 3'000'000	CHF 3'000'000	

Réf.			Associés, gérants et personnes ayant qualité pour signer		
Inscr.	Mod.	Rad.	Nom et Prénoms, Origine, Domicile	Fonctions, part sociale	Mode Signature
1			**Koninklijke Ahold N.V.**, à Zaandam, NL, *pour 3'000 parts de CHF 1'000*	associée	
1			**Nash Andrew C.**, de Grande-Bretagne, à Genève	gérant président	signature individuelle
1			**Schulten Johannes E. M.**, des Pays-Bas, à Bons-en-Chablais, F	gérant	signature collective à 2
1			**van den Bosch Thomas**, des Pays-Bas, à Amsterdam, NL	gérant	signature collective à 2

Réf.			Associés, gérants et personnes ayant qualité pour signer		
Inscr.	Mod.	Rad.	Nom et Prénoms, Origine, Domicile	Fonctions, part sociale	Mode Signature
1			Deloitte SA (CH-660-0778984-7), succursale à Meyrin	organe de révision	

Réf.	JOURNAL		PUBLICATION FOSC		Réf.	JOURNAL		PUBLICATION FO		E
	Numéro	Date	Date	Page/Id		Numéro	Date	Date	Page	d
0		report			1	10835	14.07.2009			

Inscription non encore publiée mais approuvée par l'office fédéral du registre du commerce (art. 32 ORC)

Genève, le 15 juillet 2009

Copie certifiée conforme

15 JUIL. 2009

Le préposé par délégation

Canton de Genève Registre du Commerce

Fin de l'extrait

Seul un extrait certifié conforme, signé et muni du sceau du registre, a une valeur légale.

TRADEMARK
REEL: 004104 FRAME: 0743

TRADE REGISTER OF GENEVA

Extract with possible cancellations

EXTRACT FROM THE REGISTER
Report of 10 July 2009
Ref. No. 10859/2006
Fed. No. CH-350-3005700-8

Ahold Licensing Sàrl
Limited Liability Company
incorporated on 04 January 1994

Ref.	Company Name
1	Ahold Licensing Sàrl
	Registered Office
1	Geneva
	Address
1	Rue Jean-Petitot 2, 1204 Geneva
	Date of Articles of Association
1	26 June 2009 (new Art. of Ass.)
	Object, Observation
1	Object: provision of services in the retail trade; acquisition, holding, management and exploitation of intellectual property rights related in particular to patents, trademarks or brand names or know-how, directly or through licences or sub-licences, or by any or all other means; financing of other companies.
1	Trade name: Ahold Licensing (Suisse)
1	The terms and conditions of the transfer of the corporate shares derogate from the law according to the memorandum and articles of association.
	Transformation (LFus)
1	The company limited by shares which is incorporated as a *société anonyme* is transformed into a limited liability company which is incorporated as a *société à responsabilité limitée* in accordance with the transformation draft of the 26.06.2009 and balance sheet of the 28.12.2008, indicating assets of CHF 135,186,000 and liabilities towards third parties of CHF 55,742,000 in exchange for the allocation to the shareholders of 3,000 shares in the company of CHF 1,000 each.
	Medium of Publicity
1	Communication to shareholders: by regular mail, fax or by electronic mail
1	Swiss Official Trade Journal

Ref.	Share-Capital		
	Nominal	Fully paid in	
1	CHF 3,000,000	CHF 3,000,000	

Ref.			Directors, Auditors and Persons qualified to sign		
Reg.	Mod.	Canc.	Name, Forename, Native of, Domicile	Title	Signature
1			**Koninklijke Ahold N.V.**, in Zaandam, the Netherlands, with 3,000 shares of CHF 1,000	Partner	
1			**Nash** Andrew C., from Great Britain , in Geneva	Chairman	individual signature
1			**Schulten** Johannes E. M, from the Netherlands, in Bons-en-Chablais, France	Manager	joint signature (2)
1			**van der Bosch** Thomas, from the Netherlands, in Amsterdam, NL	Manager	joint signature (2)

Ref.			Directors, Auditing Bodies and Persons qualified to sign		
Reg.	Mod.	Canc.	Name, Forename, Native of, Domicile	Title	Signature
1			**Deloitte SA** (CH-660-0778984-7), Meyrin branch office	Auditing body	

Ref.	Journal		FOSC Publication	
	No.	Date	Date	Page/Id
1		report		

Ref.	Journal		FOSC Publication	
	No.	Date	Date	Page/Id
1	10835	14 July 2009		

Registration not yet published
but approved by the Federal Trade Register Office
(art. 32 ORC)

Geneva, 15 July 2009

Certified true copy
15 July 2009
(signed and sealed)

End of extract

Only a certified true extract, signed and stamped with the registrar's seal, shall have legal value.

Certified true and correct translation.
Geneva, 17 NOV. 2009

Claudia AGAD
Traductrice

TRADEMARK
REEL: 004104 FRAME: 0745

REQUISITION AU REGISTRE DU COMMERCE DU CANTON DE GENEVE

Ahold Licensing SA, à 1204 Genève – CH-350-3005700-8 (FOSC du 01.12.2008, p. 8)

Administration :

Stéphanie PLAINES n'est plus administratrice ni présidente ; ses pouvoirs sont radiés.

Thomas Michiel VAN DEN BOSCH, des Pays-Bas (NL) à Amsterdam (NL), a été nommé ~~administrateur avec signature collective à deux.~~

Andew C. NASH (inscrit) est nommé président.

Statuts modifiés le : 26 juin 2009 sur un point non soumis à publication.

Transformation : La société anonyme est transformée en société à responsabilité limitée conformément au projet de transformation du 26 juin 2009 et bilan au 28 décembre 2008, présentant des actifs de CHF 135'186'000.- et des passifs envers les tiers de CHF 55'742'000.-, contre attribution aux actionnaires de 3'000 parts sociales de CHF 1'000.- chacune.

Nouvelle forme de droit : Société à responsabilité limitée.

Nouveaux statuts du : 26 juin 2009

Nouvelle raison sociale : Ahold Licensing Sàrl

Nouveau capital social : CHF 3'000'000.-, entièrement libéré, divisé en 3'000 parts sociales de CHF 1'000.-.

Communication aux associés : Lettre, téléfax ou email

Associée :

Koninklijke Ahold N.V., société ayant son siège à Zaandam (NL), pour 3'000 parts sociales de CHF 1'000.-.

Gérants :

- Andrew C. NASH, de Grande-Bretagne, à Genève, avec signature ~~collective à deux,~~ individuelle
- Johannes E.M SCHULTEN, des Pays-Bas, à ~~Troinex~~ précédemment à Troinex et maintenant domicilié à Bons-en-Chablais (France), avec signature collective à deux,
- Thomas Michiel VAN DEN BOSCH, des Pays-Bas, à Amsterdam (NL), avec signature collective à deux.

Andrew C. NASH est nommé président des gérants.

Organe de révision :

Deloitte AG, à Zurich, n'est plus organe de révision.

Deloitte SA, succursale à Meyrin – CH-660-0778984-7 est nommée organe de révision.

Les modalités de transfert des parts sociales dérogent à la loi selon les statuts.

Andrew C. NASH

Johannes E. M SCHULTEN

Thomas Michiel VAN DEN BOSCH

Pièces : 1. PV AGE - 2. Projet de transformation et annexes - 3. Rapport de fondation - 4. Attestation de vérification – 5. Nouveaux statuts – 6. Déclaration PME – 7. Lettre d'acceptation du réviseur – 8. Réquisition

DL-JC

Vu pour légalisation de la signature apposée ci-dessus de Thomas Michel VAN DEN BOSCH des Pays-Bas à Amsterdam (NL), selon ses indications.

Genève, le 30 juin 2009

REQUEST TO THE REGISTER OF COMMERCE

OF THE CANTON OF GENEVA

Ahold Licensing SA, at 1204 Geneva – CH-350-3005700-8 (Swiss Official Trade Journal [SOTJ] of the 01.12.2008, page 8)

Management:

Stéphanie PLAINES is no longer a director or the chairman; her powers are cancelled.

Thomas Michiel VAN DEN BOSCH, from the Netherlands (NL) in Amsterdam (NL), has been appointed a director with joint signing powers with another authorised member.

Andrew C. NASH (registered) is appointed as chairman.

Memorandum and articles of association modified on: *26 June 2009 [handwritten]* on an item which was not submitted for publication.

Transformation: The company limited by shares which is incorporated as a *société anonyme* is transformed into a limited liability company which is incorporated as a *société à responsabilité limitée* in accordance with the transformation draft of the *26 June 2009 [handwritten]* and balance sheet of the 28 December 2008, indicating assets of CHF 135,186,000 and liabilities towards third parties of CHF 55,742,000 in exchange for the allocation to the shareholders of 3,000 shares in the company of CHF 1,000 each.

New legal structure: A limited liability company incorporated as a *société à responsabilité limitée*.

New memorandum and articles of association of: *26 June 2009 [handwritten]*

New corporate name: Ahold Licensing Sàrl

New share capital: CHF 3,000,000 fully paid-up shares, divided into 3,000 shares of CHF 1,000.

Transmission of documents to the shareholders: Letter, fax or e-mail

Shareholder:

Koninklijke Ahold N.V., a company whose registered office is situated in Zaandam (NL), for 3,000 shares of CHF 1,000.

Managers:

- Andrew C. NASH, from Great Britain, in Geneva, with *individual [handwritten]* signing powers.
- Johannes E.M SCHULTEN, from the Netherlands, *previously in Troinex and now domiciled in Bons-en-Chablais (France) [handwritten]*, with joint signing powers with another authorised member.
- Thomas Michiel VAN DEN BOSCH, from the Netherlands, in Amsterdam (NL), with joint signing powers with another authorised member.

Andrew C. NASH is appointed chairman of the managers.

Claudia AGAD Traductrice-Juré

[signatures]

Auditors:

Deloitte AG, in Zurich, is no longer the auditing body.

Deloitte SA, and its branch in Meyrin – CH-660-0778984-7 is appointed as the auditing body.

The terms and conditions of the transfer of the corporate shares derogate from the law according to the memorandum and articles of association.

Andrew C. NASH
[signature]

Johannes E. M SCHULTEN
[signature]

Thomas Michiel VAN DEN BOSCH
[signature]

Appendices: 1. Minutes of the extraordinary general meeting – 2. Transformation draft and appendices – 3. Founders' report – 4. Verification certificate – 5. New memorandum and articles of association – 6. Small and medium-sized enterprise declaration – 7. Auditor's acceptance letter – 8. Request

DL-JC

Witnessed for certification of the signature placed below of Thomas Michel VAN DEN BOSCH from the Netherlands in Amsterdam (NL), according to his indications.

Geneva, the 30 June 2009

[Cantonal Stamp Fr 2.50]
[Seal and signature of David Lacin, a notary in Geneva]

Claudia AGAD
Traductrice-Trée

Certified true and correct translation.
Geneva, 18 NOV. 2009