

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| HAUSEMANN & HOTTE B.V. | | 11/27/2007 | CORPORATION: NETHERLANDS |
| RECEIVING PARTY DATA | | | |
| Name: | Koninklijke Jumbo B.V. | | |
| Street Address: | Westzijde 184 | | |
| City: | 1506 EK Zaandam | | |
| State/Country: | NETHERLANDS | | |
| Entity Type: | CORPORATION: NETHERLANDS | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 72058360 | STRATEGO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (914)941-6091 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (914) 941-5668 | | |
| Email: | aedelstein@collenip.com | | |
| Correspondent Name: | Jane F. Collen | | |
| Address Line 1: | 80 South Highland Avenue | | |
| Address Line 2: | The Holyoke-Manhattan Building | | |
| Address Line 4: | Ossining, NEW YORK 10562 | | |
| ATTORNEY DOCKET NUMBER: | 57105 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Jess M. Collen | | |
| Address Line 1: | 80 South Highland Avenue | | |
| Address Line 2: | The Holyoke-Manhattan Building | | |
| Address Line 4: | Ossining, NEW YORK 10562 | | |

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| NAME OF SUBMITTER: | Jane F. Collen |
| Signature: | /Jane F. Collen/ |
| Date: | 04/05/2010 |
| Total Attachments: 1 source=CHANGE OF NAME#page1.tif | |

CHANGE OF NAME