

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
JGA Advertising, Inc.		08/04/2010	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Retail Grocers Group, Inc.		
Street Address:	455 Sixteenth Street		
City:	Carlstadt		
State/Country:	NEW JERSEY		
Postal Code:	07072		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2379669	SUPERIOR MARKETS	
Registration Number:	2399940	BUY WISE	
CORRESPONDENCE DATA			
Fax Number:	(973)597-2400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	kbarberi@lowenstein.com		
Correspondent Name:	Lowenstein Sandler PC		
Address Line 1:	65 Livingston Avenue		
Address Line 4:	Roseland, NEW JERSEY 07068		
ATTORNEY DOCKET NUMBER:	G2282/1		
NAME OF SUBMITTER:	Vanessa A. Ignacio		
Signature:	/Vanessa A. Ignacio/		
Date:	08/05/2010		

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TRADEMARK

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REEL: 004255 FRAME: 0153

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made by and between JGA Advertising, Inc., a New Jersey corporation, having an address at 455 Sixteenth Street Carlstadt, New Jersey 07072 ("Assignor") and Retail Grocers Group, Inc., a New York corporation, having an address at 16th Street Carlstadt New Jersey 07072 ("Assignee") on August 4, 2010.

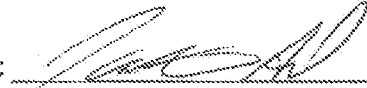
WHEREAS, subject to the terms and conditions of this Trademark Assignment, Assignor wishes to assign to Assignee, and Assignee wishes to receive, all right, title, and interest in and to the trademark registrations and applications set forth on Schedule A and all common law and other rights, worldwide, in and to the trademarks that are the subject of such registrations and applications (such rights, collectively, the "Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby sells, grants, assigns, transfers, and delivers to Assignee all of its rights, title and interests in and to the Trademarks, including without limitation the goodwill of the business appurtenant thereto and which is symbolized thereby, and the right to renew any registration therefor, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment and sale not been made, together with all claims for damage by reason of past, present or future infringement of said Trademark with the right to sue and collect the same for its own use or for the use of its successors, assigns or other legal representatives.
2. This Trademark Assignment shall be construed, performed and enforced in accordance with, and governed by, the laws of the State of New Jersey without giving effect to the principles of conflicts of laws thereof.
3. This Trademark Assignment may be executed simultaneously in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.
4. Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Trademarks.

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of the first date written above.

JGA Advertising, Inc., Assignor

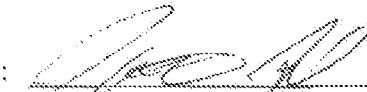
By:  _____

Name: Jonathan Abad

Title: Vice President

IN WITNESS WHEREOF, Assignee has duly executed this Trademark Assignment as of the first date written above.

Retail Grocers Group, Inc., Assignee



By:  _____

Name: Jonathan Abad

Title: Vice President

Schedule A

US Trademarks

Mark	Serial No.	Filing Date	Reg. No.	Reg. Date	Owner of Record
 SUPERIOR MARKETS & Design	75/828,383	10/20/99	2,379,669	8/22/00	JGA Advertising, Inc.
 BUY WISE & Design	75/828,377	10/20/99	2,399,940	10/30/00	JGA Advertising, Inc.