

# 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                       |
| E & H Distributing, LLC    |  | 09/24/2010                                | LIMITED LIABILITY COMPANY: NEVADA |
| RECEIVING PARTY DATA       |  |   |                                   |
| Name:                      | U.S. Foodservice, Inc.                       |   |                                   |
| Street Address:            | 9399 W. Higgins Road                         |   |                                   |
| City:                      | Rosemont                                     |   |                                   |
| State/Country:             | ILLINOIS                                     |   |                                   |
| Postal Code:               | 60018  |   |                                   |
| Entity Type:               | CORPORATION: DELAWARE                        |   |                                   |
| PROPERTY NUMBERS Total: 13 |  |   |                                   |
| Property Type              | Number                                       | Word Mark                                 |                                   |
| Registration Number:       | 3624091                                      | MONOGRAM SUSTAIN                          |                                   |
| Registration Number:       | 3865525                                      | MONOGRAM SUSTAIN                          |                                   |
| Registration Number:       | 3898148                                      | MONOGRAM SUSTAIN                          |                                   |
| Registration Number:       | 2414354                                      | US U.S. FOODSERVICE CATTLEMAN'S SELECTION |                                   |
| Registration Number:       | 3941922                                      | U.S. FOODSERVICE CATTLEMAN'S SELECTION    |                                   |
| Registration Number:       | 2835283                                      | VALUE WAY                                 |                                   |
| Registration Number:       | 3792753                                      | VALUE WAY                                 |                                   |
| Registration Number:       | 3920757                                      | VALUE WAY                                 |                                   |
| Registration Number:       | 3920756                                      | VALUE WAY                                 |                                   |
| Registration Number:       | 3274382                                      | BELLAGIO                                  |                                   |
| Registration Number:       | 3953965                                      | BELLAGIO                                  |                                   |
| Registration Number:       | 3953969                                      | BELLAGIO                                  |                                   |
| Registration Number:       | 3945256                                      | BELLAGIO                                  |                                   |

OP \$340.00 3624091

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TRADEMARK  
 REEL: 004545 FRAME: 0795

**CORRESPONDENCE DATA**

Fax Number: (312)258-5600

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

Phone: 312-258-5521

Email: trademarks@schiffhardin.com

Correspondent Name: Amy Cohen Heller, Schiff Hardin LLP

Address Line 1: P.O. Box 06079

Address Line 4: Chicago, ILLINOIS 60606-0079

ATTORNEY DOCKET NUMBER:

38876

NAME OF SUBMITTER:

Attorney of Record, Illinois Bar Member

Signature:

/Amy Cohen Heller/

Date:

05/23/2011

**Total Attachments: 8**

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## **TRADEMARK ASSIGNMENT**

This Assignment is made by E & H Distributing, LLC, a limited liability company of the State of Nevada with a principal office at 9399 W. Higgins Road, Rosemont, IL, ("Assignor") to U.S. Foodservice, Inc., a Delaware corporation with a principal office at 9399 W. Higgins Road, Rosemont, IL ("Assignee").

WHEREAS, Assignor has adopted and used, or has a bona fide intent to use, the trademarks identified on Exhibit A (the "Marks"); and

WHEREAS Assignor owns the applications and registrations for the Marks identified on Exhibit A (the "Applications and Registrations"); and

WHEREAS, Assignor desires to assign its full right, title and interest in the Marks, the goodwill of the business symbolized by the Marks, and the Applications and Registrations to Assignee;

NOW, THEREFORE, for one dollar and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns to Assignee: all of Assignor's right, title and interest in and to the Marks and the Applications and Registrations, including all common law rights in the Marks, together with the goodwill of the business symbolized by the Marks; any rights that arise from the Applications and Registrations; all causes of action, past, present and future, for infringement of the Marks or other violations of the rights assigned hereunder; and all rights it may have to seek other registrations of the Marks in all jurisdictions throughout the world.

Assignor represents and warrants that it owns all right, title, and interest in the Marks and the Applications and Registrations.

Upon Assignee's request, Assignor will execute any other documents that may be necessary to effect or record this Assignment.

**E & H DISTRIBUTING, LLC**

By: Gail Sharps Myers

Print name: GAIL SHARPS MYERS

Title: ASST. SEC.

Date: 9/24/10

AGREED TO AND ACCEPTED:

**U.S. FOODSERVICE, INC.**

By: Gail Sharps Myers

Print name: GAIL SHARPS MYERS

Title: ASST. SEC.

Date: 9/24/10

CH29112906.1

## **EXHIBIT A**

| <b>Trademark</b>   | <b>Appl No.</b> |
|--|-----------------|
| AEGEAN SALAD DRESSING  | 85/018,302      |
| BLUEPRINT MENU MANAGEMENT SYSTEM & Design  | 77/951,660      |
| CLASSIC TUREEN   | 77/956,819      |
| CLASSIC TUREEN (Stylized) & Design   | 77/956,831      |
| CROSS VALLEY FARMS   | 77/958,876      |
| CROSS VALLEY FARMS & Design  | 77/958,882      |
| FOODSIGHT  | 77/873,330      |
| HARVEST VALUE  | 77/966,066      |
| HARVEST VALUE & DESIGN (color)   | 77/966,083      |
| HORIZON  | 77/920,023      |
| HORIZON THE IN-SERVICE EDUCATIONAL LIBRARY<br>FOR HEALTHCARE & Design                | 77/852,674      |
| OIL 2.0 CLEAN AND GREEN  | 77/755,950      |
| OIL 2.0 CLEAN AND GREEN & Design   | 77/788,580      |
| OUTWEST MEAT COMPANY   | 85/110,602      |
| OUTWEST MEAT COMPANY & Design  | 85/110,620      |
| PRESENTATIONS  | 77/959,884      |
| PRESENTATIONS & Design   | 77/959,886      |
| RESOURCES BEYOND...  | 77/611,751      |
| RITUALS  | 77/969,820      |
| RITUALS & Design   | 77/969,836      |
| RITUALS COFFEE COMPANY SINCE 1996 & Design   | 77/882,079      |
| ROSELI   | 85/016,907      |
| ROSELI & Design  | 85/016,914      |
| SELF OPERATOR SOLUTIONS & Design   | 77/943,241      |
| STOCK YARDS PACKING COMPANY SINCE 1893 THE<br>WORLD'S FINEST STEAKS & CHOPS & Design | 85/082,231      |
| US US FOODSERVICE & Design   | 85/012,598      |

| <b>TRADEMARK</b>  | <b>REG NO.</b> |
|---|----------------|
| "THE CHOICE OF FOODSERVICE PROFESSIONALS"                       | 2611438        |
| "THE WORLD'S FINEST STEAKS & CHOPS"                             | 3508600        |
| 0 GRAMS TRANS FAT PER SERVING & Design                          | 3473491        |
| A ALLIANT LOGISTICS and Design                                  | 3550832        |
| AEGEAN DRESSING   | 2338362        |
| AF logo   | 1216958        |
| ALAMO   | 1005417        |
| ALAMO ZESTFUL SEASONING   | 3805959        |
| ALLEN'S PRIDE   | 564315         |
| ATTERBURY   | 3195321        |
| BASELINE  | 2276008        |
| BEYOND  | 1521152        |
| BEYOND (Stylized) and Design                                    | 3757614        |
| BEYOND FLAVORS  | 3622979        |
| BLUE WATER (in quotes)  | 204061         |
| BLUEWATER   | 2498890        |
| BLUEWATER SEAFOOD & Design                                      | 3655655        |
| BRITTANY  | 1451067        |
| CANYON RIDGE  | 2502532        |
| CAPTAIN MAX BRAND   | 1436567        |
| CARLISLE  | 1279656        |
| CATTLEMAN'S CHOICE  | 3325717        |
| CHATEAU CLASSIQUE   | 1023863        |
| CITYMEAT  | 3716396        |
| CITYMEAT & Design   | 3702178        |
| CLASSIC TUREEN  | 1351942        |
| CLASSIC TUREEN  | 2633206        |
| CLASSIC TUREEN  | 3055117        |
| CLASSIC TUREEN (Stylized) & Design                              | 3011319        |
| CLASSIC TUREEN RED CANYON CHILI                                 | 3609408        |
| COLUMBIA  | 2807924        |
| CONNOISSEUR   | 635298         |
| CONNOISSEUR and Design  | 2809071        |
| CONNOISSEUR and Design  | 2813548        |
| CONNOISSEUR CLASSIQUE   | 2462876        |
| CONNOISSEUR CLASSIQUE and Design                                | 2466705        |
| CONSUL  | 1134462        |
| CREATIVE KITCHEN  | 3357292        |
| CROSS VALLEY FARMS  | 2608929        |
| CROSS VALLEY FARMS & Design                                     | 3102519        |
| CULINARY INNOVATIONS  | 3166732        |
| CULINARY INNOVATIONS (Stylized) & Design                        | 3166733        |
| CULINARY INNOVATIONS BY U.S. FOODSERVICE                        | 3166734        |
| CULINARY INNOVATIONS BY U.S. FOODSERVICE<br>(Stylized) & Design | 3166731        |
| CUSTOM DINING SERVICES  | 2414792        |
| CYGNET  | 2261217        |
| CYGNET MENU MANAGEMENT SYSTEM                                   | 2014202        |

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|---|---------|
| DEALS TO GROW   | 3773385 |
| DEALS TO GROW & Design  | 3773386 |
| DELICATO  | 1238610 |
| DEVONSHIRE  | 2759789 |
| DEVONSHIRE & Design   | 2710053 |
| DIRECTCARE  | 1955843 |
| DIRECTCARE MEALS, MENUS & MORE and Design                             | 1794471 |
| DIRECTIONS COST MANAGEMENT SOLUTIONS                                  | 3169928 |
| DRIVE AWAY HUNGER   | 3532308 |
| DRIVE AWAY HUNGER and Design  | 3532309 |
| DUBOIS  | 3134320 |
| EL PASADO   | 3714975 |
| EL PASADO & Design  | 3714986 |
| EL PASADO AUTHENTIC MEXICAN CUISINE WITH A TOUCH OF THE PAST          | 3188699 |
| EL PASADO AUTHENTIC MEXICAN CUISINE WITH A TOUCH OF THE PAST & Design | 2164286 |
| ENJOY LIFE, EAT OUT MORE OFTEN  | 1073808 |
| EVERY MODERN LIFE NEEDS SOME RITUALS                                  | 3710189 |
| FLAVOR FRY  | 738768  |
| FLAVORS   | 3361598 |
| FLAVORS and Design (black and white)                                  | 3622710 |
| FLAVORS and Design (color)  | 3541534 |
| FLAVORS BY MONARCH FOODS and Design                                   | 3361599 |
| FLAVORS BY U.S. FOODSERVICE and Design                                | 3582324 |
| FOOD SAFETY ... DELIVERED!  | 3740954 |
| FOODSERVICE ADVANTAGE CLUB  | 2807319 |
| FOODSERVICE DESIGNED FOR HEALTH CARE                                  | 2068111 |
| FOUNDATIONS BUILDING BLOCKS FOR SUCCESS and Design                    | 3526547 |
| FRESCO  | 1130245 |
| FULL PLATES FULL LIVES  | 3548101 |
| FULL PLATES FULL LIVES and Design                                     | 3548102 |
| GLENVIEW FARMS  | 3841432 |
| GLENVIEW FARMS  | 2767675 |
| GLENVIEW FARMS  | 2688621 |
| GLENVIEW FARMS  | 2089864 |
| GLENVIEW FARMS & Design   | 3041060 |
| GUTCHECKS   | 3744100 |
| HARBOR BANKS  | 3032145 |
| HARBOR BANKS & Design   | 2112916 |
| HARBOR BANKS (Stylized) & Fish Design                                 | 3599072 |
| HARVEST VALUE   | 3032165 |
| HARVEST VALUE & DESIGN (black and white)                              | 1903680 |
| HEALTH NEXT   | 2325955 |
| HEALTHCARE U.S. FOODSERVICE & Design                                  | 3349355 |
| HIGHTOWER   | 1352489 |
| HILLTOP HEARTH  | 3124783 |
| HILLTOP HEARTH  | 3005931 |
| HILLTOP HEARTH (Stylized) & Design                                    | 1859225 |
| HILLTOP HEARTH (Stylized) & Design                                    | 3124784 |

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| HINT OF MINT                                | 1516590 |
| HOME TASTE                                  | 2523455 |
| IDEASBEYOND                                 | 3623011 |
| IMPRINTS                                    | 2692086 |
| IMPRINTS & Design                           | 3747711 |
| INTELLILOCK                                 | 3719977 |
| INUNISON                                    | 3432218 |
| IT'S YOUR BUSINESS. WE HELP CARRY THE LOAD  | 3422408 |
| KITCHEN FRESH                               | 1687259 |
| LUZZATI                                     | 1649608 |
| M MENUS ON DEMAND & Design                  | 3841446 |
| MAGNIFRY                                    | 3004321 |
| MAGNIFRY and Design                         | 2114772 |
| MAKING YOUR BUSINESS OURS                   | 3278007 |
| MARISSA                                     | 3131202 |
| MENUS ON-DEMAND                             | 3765626 |
| MISC. DESIGN (Fish on a Plate) Design       | 3144525 |
| MISC. DESIGN (Fish on a Plate) Design       | 2348807 |
| MISC. DESIGN (MONOGRAM Design)              | 2593620 |
| MISC. DESIGN (MONOGRAM Design)              | 2438588 |
| MISC. DESIGN (MONOGRAM Design)              | 2435385 |
| MISC. DESIGN (MONOGRAM Design)              | 2065967 |
| MISC. DESIGN (MONOGRAM Design)              | 2438587 |
| MISC. DESIGN (MONOGRAM Design)              | 2106362 |
| MISC. DESIGN (MONOGRAM Design)              | 2098249 |
| MISC. DESIGN (MONOGRAM Design)              | 2104126 |
| MONARCH & Design                            | 178357  |
| MONARCH & Design                            | 180558  |
| MONARCH (Stylized)                          | 180174  |
| MONARCH EST. 1853 & Design                  | 3496737 |
| MONARCH EST. 1853 & Design (color)          | 3496738 |
| MONARCH FOOD GROUP                          | 3813625 |
| MONARCH FOOD GROUP & Design (black & white) | 3607048 |
| MONARCH FOOD GROUP & Design (color)         | 3607049 |
| MONOGRAM                                    | 2442707 |
| MONOGRAM                                    | 2580846 |
| MONOGRAM                                    | 2437192 |
| MONOGRAM                                    | 2603522 |
| MONOGRAM                                    | 2186077 |
| MR. BUTLER                                  | 1862957 |
| MR. BUTLER (Stylized) & Design              | 1859059 |
| NATURAL RESOURCE                            | 1627469 |
| NEXT DAY GOURMET                            | 1936228 |
| NEXT DAY GOURMET                            | 2473081 |
| NEXT DAY GOURMET and Design                 | 2481686 |
| NORTH STAR FOODSERVICE                      | 3248622 |
| NORTH STAR FOODSERVICE & Design             | 3334800 |
| NORTH STAR FOODSERVICE (Sylized)            | 3290823 |
| OPTIMA                                      | 1596672 |
| OPTIMAX                                     | 2186522 |



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| OPTIMAX & Design                             | 3757615 |
| PACIFIC JADE                                 | 2402754 |
| PACIFIC JADE                                 | 2291267 |
| PACIFIC JADE                                 | 2402753 |
| PACIFIC JADE and Design                      | 2292922 |
| PACIFIC JADE and Design                      | 2400861 |
| PACIFIC JADE and Design                      | 2430350 |
| PARIS  | 947995  |
| PATUXENT FARMS                               | 3841416 |
| PATUXENT FARMS                               | 3045280 |
| PATUXENT FARMS & Design                      | 3841417 |
| PATUXENT FARMS & Design                      | 1971715 |
| PATUXENT FARMS & Design                      | 2043105 |
| PEBBLES                                      | 1796784 |
| PEER PRISM                                   | 2276597 |
| PEER PRISM & Design                          | 3837263 |
| PERFECTA                                     | 1836955 |
| PORTFOLIO MAX                                | 3133746 |
| PRESENTATIONS                                | 2394078 |
| PRESENTATIONS                                | 2652628 |
| PRESENTATIONS                                | 2647064 |
| PRESENTATIONS & Design                       | 2647065 |
| PRESENTATIONS & Design                       | 2654991 |
| PROFIT ABILITY                               | 2462125 |
| PROVISIONS FOCUSING ON YOUR SUCCESS & Design | 3659804 |
| QSP - QUALITY SERVICE PROCESS                | 3270487 |
| QSP - QUALITY SERVICE PROCESS (Stylized)     | 3233150 |
| QUALI-BAKE                                   | 2121794 |
| QUALI-FRY                                    | 3841403 |
| QUALI-FRY                                    | 1327269 |
| QUALIFRY & Design                            | 3757616 |
| R RECIPES ON DEMAND & Design                 | 3841445 |
| RADIANZ                                      | 3818197 |
| RE (Stylized) & Design                       | 3591180 |
| RECIPES ON-DEMAND                            | 3753456 |
| RITUALS                                      | 3293530 |
| RITUALS                                      | 3004484 |
| RITUALS & Design                             | 2088117 |
| RITUALS ESTATE                               | 3478267 |
| ROOSTER BAY                                  | 3818260 |
| ROOSTER BAY                                  | 3793073 |
| ROOSTER BAY                                  | 3667641 |
| ROOSTER BAY                                  | 3670621 |
| ROOSTER BAY & Design                         | 3793074 |
| ROOSTER BAY & Design                         | 3793142 |
| ROOSTER BAY & Design                         | 3768523 |
| ROSELI                                       | 3020308 |
| ROSELI                                       | 3084567 |
| ROSELI & Design                              | 1904840 |
| RYKOFF-SEXTON                                | 3732062 |

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| RYKOFF-SEXTON INTERNATIONAL and Design          | 3174169 |
| SAVOR THE LATIN FLAVOR                          | 3032046 |
| SEA SHELL                                       | 1799957 |
| SENIORLIVING U.S. FOODSERVICE & Design          | 3747268 |
| SERVICE SO GOOD WE PUT OUR NAME ON IT!          | 1709531 |
| SINCE 1893 STOCK YARDS THE WORLD'S FINEST       |         |
| STEAKS & CHOPS (Stylized)                       | 3508601 |
| SPRING REFLECTIONS                              | 3164121 |
| ST. JOHN'S                                      | 1469233 |
| STAY AHEAD OF THE CLASS                         | 3323013 |
| STOCK YARDS                                     | 2677807 |
| STOCK YARDS (Stylized)                          | 2778523 |
| STOCK YARDS MEAT PACKING COMPANY                | 2944504 |
| STOCK YARDS PACKING COMPANY                     | 3508599 |
| STOCK YARDS PACKING COMPANY & Design            | 1482550 |
| SUNDAY DINNER                                   | 534231  |
| SUPERCURED                                      | 2456854 |
| SYNERGY   | 3001537 |
| THE BIG BW                                      | 3540864 |
| THE KING OF STEAKS                              | 2741457 |
| THE KING OF STEAKS (Stylized) & Design          | 947675  |
| THE REWARDS OF EXCEPTIONAL TASTE                | 3272916 |
| THIRSTER  | 2668593 |
| THIRSTER  | 2109738 |
| THIRSTER (Stylized)                             | 3027845 |
| TO YOUR TASTE                                   | 1718606 |
| TRENDVIEW                                       | 3837815 |
| U.S. FOODSERVICE                                | 3017715 |
| UNION SQUARE                                    | 1093616 |
| US U.S. FOODSERVICE and Design                  | 2582532 |
| US U.S. FOODSERVICE CATTLEMAN'S CHOICE & Design | 2411041 |
| USFOOD.COM & Design                             | 3125761 |
| WESTCHESTER                                     | 3134321 |
| YOUR PARTNER BEYOND THE PLATE                   | 3481981 |
| ZIP ORDER                                       | 2544130 |