

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| 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. | | 12/28/2013 | CORPORATION: MAINE |

RECEIVING PARTY DATA

| | |
|-----------------|------------------------------------|
| Name: | DZA Brands, LLC |
| Street Address: | 2110 Executive Drive |
| City: | Salisbury |
| State/Country: | NORTH CAROLINA |
| Postal Code: | 28147 |
| Entity Type: | LIMITED LIABILITY COMPANY: FLORIDA |

PROPERTY NUMBERS Total: 27

| Property Type | Number | Word Mark |
|----------------------|----------|----------------------------------|
| Serial Number: | 85836220 | BUDGET VALUE |
| Registration Number: | 1903213 | BUDGET VALUES |
| Registration Number: | 3484573 | CHIPS DELIGHT |
| Registration Number: | 3485886 | COOKING SHOW TO GO |
| Registration Number: | 2985481 | FRESH |
| Registration Number: | 4219354 | HANNAFORD FRESH MEALS IN MINUTES |
| Registration Number: | 3163360 | GET TRIM |
| Registration Number: | 3165898 | GET TRIM CRUNCH |
| Registration Number: | 3484804 | GO CART |
| Registration Number: | 2130179 | HANNAFORD |
| Registration Number: | 2218522 | HANNAFORD |
| Registration Number: | 1138096 | HANNAFORD |
| Registration Number: | 2010939 | HANNAFORD |
| Registration Number: | 3642460 | HANNAFORD CLOSE TO HOME |

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|----------------------|----------|-------------------------|
| Registration Number: | 2662466 | HANNAFORD HELPS SCHOOLS |
| Registration Number: | 3412524 | HEALTHY SAVER |
| Registration Number: | 4043085 | MY ESSENTIALS |
| Registration Number: | 4122780 | MY ESSENTIALS |
| Registration Number: | 3213309 | NATURE'S PLACE |
| Registration Number: | 2204040 | NATURE'S PLACE |
| Registration Number: | 2950224 | ON THE GO BISTRO |
| Registration Number: | 3484582 | PECAN PLEASERS |
| Registration Number: | 1782249 | SERVICE PLUS |
| Serial Number: | 86080810 | HEALTHY SAVER PET |
| Registration Number: | 1747591 | WE'RE HERE FOR YOU |
| Registration Number: | 1731710 | PHOTO CENTRAL |
| Registration Number: | 1806856 | EARTH MATTERS |

CORRESPONDENCE DATA

Fax Number: 8043447999

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 804-788-8772

Email: HWRITM@hunton.com

Correspondent Name: John Gary Maynard, III

Address Line 1: 951 East Byrd Street

Address Line 2: Riverfront Plaza - East Tower

Address Line 4: Richmond, VIRGINIA 23219-4074

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|-------------------------|--------------------------|
| ATTORNEY DOCKET NUMBER: | 46722.39 |
| NAME OF SUBMITTER: | John Gary Maynard, III |
| Signature: | /John Gary Maynard, III/ |
| Date: | 01/14/2014 |

Total Attachments: 3

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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, **Hannaford Licensing Corp.**, a corporation organized under the laws of the State of Maine, and having its principal office at 145 Pleasant Hill Road, Scarborough, Maine 04074 (hereinafter "ASSIGNOR"), owns trademarks, service marks and trade name rights in the trademarks described on the attached **Exhibit A** (hereinafter the "Marks");

WHEREAS, **DZA Brands, LLC**, a limited liability company organized and existing under the laws of the State of Florida, and having its principal office at 2110 Executive Drive, Salisbury, NC 28147 (hereinafter "ASSIGNEE") is desirous of acquiring the rights in ASSIGNOR's Marks; and

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, its entire right, title and interest in the Marks, together with the good will of the business symbolized by the Marks, that portion of ASSIGNOR's business to which the Mark pertains (which is ongoing and existing), and any causes of action for any previously occurring infringement of the Marks.

ASSIGNOR will execute further papers and will take other action if necessary and proper to vest full title in and to the Marks in ASSIGNEE, or if necessary and proper for ASSIGNEE to obtain, register, renew or enforce the Marks.

Hannaford Licensing Corp.

December 28, 2013 at 11:53 pm ET
Date

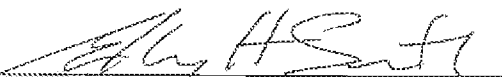
By: 
Name: Elting H. Smith
Title: Secretary

EXHIBIT A

| Country | Trademark | Owner Name | Status | Registration No. | Registration Date |
|---------|----------------------------------|---------------------------|------------|------------------|-------------------|
| US | BUDGET VALUE and Design | Hannaford Licensing Corp. | pending | n/a | n/a |
| US | BUDGET VALUES and Design | Hannaford Licensing Corp. | Registered | 1,903,213 | 04-Jul-1995 |
| US | CHIPS DELIGHT | Hannaford Licensing Corp. | Registered | 3,484,573 | 12-Aug-2008 |
| US | COOKING SHOW TO GO | Hannaford Licensing Corp. | Registered | 3,485,886 | 12-Aug-2008 |
| US | FRESH | Hannaford Licensing Corp. | Registered | 2,985,481 | 16-Aug-2005 |
| US | HANNAFORD FRESH MEALS IN MINUTES | Hannaford Licensing Corp. | Registered | 4,219,354 | 02-Oct-2012 |
| US | GET TRIM | Hannaford Licensing Corp. | Registered | 3,163,360 | 24-Oct-2006 |
| US | GET TRIM CRUNCH | Hannaford Licensing Corp. | Registered | 3,165,898 | 31-Oct-2006 |
| US | GO CART | Hannaford Licensing Corp. | Registered | 3,484,804 | 12-Aug-2008 |
| US | HANNAFORD and Design (color) | Hannaford Licensing Corp. | Registered | 2,130,179 | 20-Jan-1998 |
| US | HANNAFORD and Design (b&w) | Hannaford Licensing Corp. | Registered | 2,218,522 | 19-Jan-1999 |
| US | HANNAFORD | Hannaford Licensing Corp. | Registered | 1,138,096 | 22-Jul-1980 |
| US | HANNAFORD | Hannaford Licensing Corp. | Registered | 2,010,939 | 22-Oct-1996 |
| US | HANNAFORD CLOSE TO HOME | Hannaford Licensing Corp. | Registered | 3,642,460 | 23-Jun-2009 |
| US | HANNAFORD HELPS SCHOOLS | Hannaford Licensing Corp. | Registered | 2,662,466 | 17-Dec-2002 |
| US | HEALTHY SAVER | Hannaford Licensing Corp. | Registered | 3,412,524 | 15-Apr-2008 |
| US | MY ESSENTIALS | Hannaford Licensing Corp. | Registered | 4,043,085 | 18-Oct-2011 |
| US | MY ESSENTIALS | Hannaford Licensing Corp. | Registered | 4,122,780 | 03-Apr-2012 |
| US | NATURE'S PLACE | Hannaford Licensing Corp. | Registered | 3,213,309 | 27-Feb-2007 |
| US | NATURE'S PLACE | Hannaford Licensing Corp. | Registered | 2,204,040 | 17-Nov-1998 |
| US | ON THE GO BISTRO | Hannaford Licensing Corp. | Registered | 2,950,224 | 10-May-2005 |
| US | PECAN PLEASERS | Hannaford Licensing Corp. | Registered | 3,484,582 | 12-Aug-2008 |
| US | SERVICE PLUS | Hannaford Licensing Corp. | Registered | 1,782,249 | 13-Jul-1993 |
| USNY | SHOP 'N SAVE | Hannaford Licensing Corp. | Registered | S20152 | 29-Jul-1987 |

| Country | Trademark | Owner Name | Status | Registration No. | Registration Date |
|---------|-------------------------|---------------------------|------------|------------------|-------------------|
| USME | SHOP 'N SAVE | Hannaford Licensing Corp. | Registered | 20010144M | 02-Jan-2001 |
| USNH | SHOP 'N SAVE and Design | Hannaford Licensing Corp. | Registered | NH Reg. | 14-03-1994 |
| USNH | SHOP 'N SAVE | Hannaford Licensing Corp. | Registered | NH Reg. | 14-03-1994 |
| US | BUDGET VALUE and Design | Hannaford Licensing Corp. | Published | n/a | n/a |
| US | HEALTHY SAVER PET | Hannaford Licensing Corp. | Pending | n/a | n/a |
| US | WE'RE HERE FOR YOU | Hannaford Licensing Corp. | Registered | 1,747,591 | 19-Jan-1993 |
| US | PHOTO CENTRAL | Hannaford Licensing Corp. | Registered | 1,731,710 | 10-Nov-1992 |
| US | EARTH MATTERS | Hannaford Licensing Corp. | Registered | 1,806,856 | 23-Nov-1993 |