

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	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**

<b>Name:</b>	DZA Brands, LLC
<b>Street Address:</b>	2110 Executive Drive
<b>City:</b>	Salisbury
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	28147
<b>Entity Type:</b>	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

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");

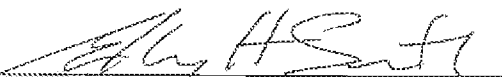
WHEREAS, **DZA Brands, LLC**, a limited liability company organized and existing under the laws of the State of Florida, and having its principal office at 2110 Executive Drive, Salisbury, NC 28147 (hereinafter "ASSIGNEE") is desirous of acquiring the rights in ASSIGNOR's Marks; and

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