

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321356

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Best Cellars, Inc.		10/22/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	THE GREAT ATLANTIC & PACIFIC TEA COMPANY, INC.		
Street Address:	2 Paragon Drive		
City:	Montvale		
State/Country:	NEW JERSEY		
Postal Code:	07645		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	3119391	FIZZY	
Registration Number:	3032256	SOFT	
Registration Number:	3050162	JUICY	
Registration Number:	3032255	GREAT WINES FOR EVERY DAY	
Registration Number:	3119390	FRESH	
Registration Number:	3191120	BIG	
Registration Number:	3350671		
Registration Number:	2824476	YOU KNOW WHAT YOU LIKE. WE KNOW WINE.	
Registration Number:	2643503	BEYOND THE BEST	
Registration Number:	2156290		
Registration Number:	2271317		
Registration Number:	2156289		
Registration Number:	2156236	B	
Registration Number:	2133522	SMOOTH	
Registration Number:	2154639		
Registration Number:	2260200		
Registration Number:	2156235		
Registration Number:	2263938		
Registration Number:	2258387		
Registration Number:	2422415	BEST CELLARS	
TRADEMARK			

OP \$515.00 3119391

CORRESPONDENCE DATA**Fax Number:** 2125750671

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

Phone: 2127909200**Email:** trademark@cll.com**Correspondent Name:** Arlana S. Cohen**Address Line 1:** Cowan, Liebowitz & Latman, P.C.**Address Line 2:** 1133 Avenue of the Americas**Address Line 4:** New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	27913.000/ASC/LAS
NAME OF SUBMITTER:	Arlana S. Cohen
SIGNATURE:	/Arlana S. Cohen/
DATE SIGNED:	10/28/2014

Total Attachments: 2

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TRADEMARK ASSIGNMENT

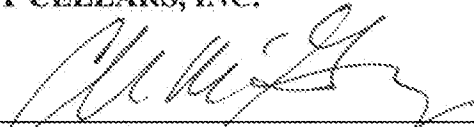
ASSIGNMENT dated as of October 22, 2014 between **BEST CELLARS, INC.**, a New York corporation of 2 Paragon Drive, Montvale, NJ 07645 ("Assignor") and **THE GREAT ATLANTIC & PACIFIC TEA COMPANY, INC.**, a Maryland corporation, of 2 Paragon Drive, Montvale, NJ 07645 ("Assignee").

WHEREAS, Assignor is the owner of trademark rights, trade dress rights and the marks listed in the Schedule hereto, and the registrations thereof shown in the Schedule (the "Marks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Marks and registrations thereof, and the goodwill symbolized by the Marks;

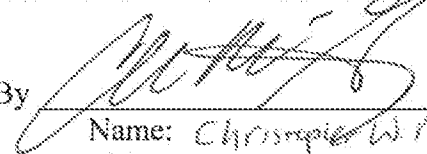
NOW, THEREFORE, for \$1 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee, its successors and assigns, absolutely and forever, all of Assignor's common law and statutory right, title and interest in and to the Marks, worldwide, whether statutory or at common law, for all goods and services, including all applications and registrations thereof, in particular the registrations listed in the Schedule, as well as the right to file and prosecute applications to register the Marks and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

BEST CELLARS, INC.

By 
Name: Christopher W. McGarry
Title: Vice President

Accepted:

THE GREAT ATLANTIC & PACIFIC TEA COMPANY, INC.

By 
Name: Christopher W. McGarry
Title: Chief Administrative Officer

TRADEMARK SCHEDULE

MARK	REGISTRATION NUMBER
FIZZY	3119391
SOFT	3032256
JUICY	3050162
GREAT WINES FOR EVERY DAY	3032255
FRESH	3119390
BIG	3191120
Lips Device	3350671
YOU KNOW WHAT YOU LIKE. WE KNOW WINE.	2824476
BEYOND THE BEST	2643503
Clouds Device	2156290
Grapes Device	2271317
Sun and Hills Device	2156289
B	2156236
SMOOTH	2133522
Bubbles Device	2154639
Lemon Slice Device	2260200
Lollipop Device	2156235
Cherries Device	2263938
Sun Device	2258387
BEST CELLARS	2422415