

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329833

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Loblaws Inc.		02/15/2014	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	JFI Global Purchasing Limited		
Street Address:	ITC Building		
Internal Address:	2nd Floor		
City:	Warrens, St. Michael		
State/Country:	BARBADOS		
Entity Type:	a limited liability company and an international business company: BARBADOS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85160029	JOE FRESH	
Serial Number:	85975213	JOE FRESH	
CORRESPONDENCE DATA			
Fax Number:	2023448300		
<i>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.</i>			
Phone:	2023444801		
Email:	jmklass@venable.com, trademarkdocket@venable.com, pjwyles@venable.com		
Correspondent Name:	Jeremy Klass, Venable LLP		
Address Line 1:	P.O. Box 34385		
Address Line 4:	Washington, D.C. 20043		
ATTORNEY DOCKET NUMBER:	119059-292336		
DOMESTIC REPRESENTATIVE			
Name:	Jeremy M. Klass, Venable LLP		
Address Line 1:	P.O. Box 34385		
Address Line 4:	Washington, D.C. 20043		
NAME OF SUBMITTER:	Jeremy M. Klass, DC bar member		
SIGNATURE:	/jmklass/		

CH \$65.00 85160029

DATE SIGNED:	01/23/2015
Total Attachments: 2 source=US ASSIGNMENT - JOE FRESH#page1.tif source=US ASSIGNMENT - JOE FRESH#page2.tif	

TRADE-MARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of February 15th, 2013 ("Effective Date").

WHEREAS LOBLAWS INC., the full post office address of whose principal office or place of business is 1 President's Choice Circle, Brampton, Ontario, L6Y 5S5 ("Assignor"), is the owner of the trade-marks listed in the attached schedule (the "Trade-Marks");

AND WHEREAS JFI GLOBAL PURCHASING LIMITED, the full post office address of whose principal office or place of business is 2nd Floor, ITC Building, Warrens, St. Michael, Barbados ("Assignee"), is desirous of acquiring the whole right, title and interest in and to the Trade-Marks, together with the goodwill associated with the Trade-Marks, and the goodwill of the business associated with the Trade-Marks, including all rights to sue for past, present and future infringements of the Trade-Marks;

NOW, THEREFORE, for the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor confirms that it has sold, assigned, transferred and set over, as of the Effective Date, all of Assignor's right, title, property, interest and benefit in and to the Trade-Marks, together with the goodwill associated with the Trade-Marks, and the goodwill of the business associated with the Trade-Marks, including all rights to sue for past, present and future infringements of the Trade-Marks;

Assignor will, upon request of Assignee and without further consideration but at the expense of the Assignee, provide to Assignee, Assignee's successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), reasonably requested by Assignee to more fully and effectively carry out the purposes of this Assignment.

IN WITNESS WHEREOF Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives.


Trinka Jones
Witness

LOBLAWS INC.
[Signature]
Name: David Gore
Title: Senior Vice President, Legal Counsel

C. Ward
Witness

JFI GLOBAL PURCHASING LIMITED
[Signature]
Name: Norah Harvally
Title: Director

SCHEDULE

Trade-mark	Country	Serial No/Reg. No.	Owner
Joe Fresh Style	United States	85/975,214	Loblaws Inc.
Joe Fresh Style	United States	85/160,052	Loblaws Inc.
Joe Fresh	United States	85/160,029	Loblaws Inc.
Joe Fresh	United States	85/975,213	Loblaws Inc.
 Joe Fresh logo	United States	85/393,177	Loblaws Inc.