

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM404616

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ahold Licensing Sarl		10/19/2016	Limited Liability Company: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Itemmaster, LLC		
Street Address:	9933 Woods Drive		
City:	Skokie		
State/Country:	ILLINOIS		
Postal Code:	60077		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3788639	ITEMMASTER	
CORRESPONDENCE DATA			
Fax Number:	7172601641		
<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:	717-232-8000		
Email:	trademarks@mwn.com		
Correspondent Name:	Sue Heberlig		
Address Line 1:	100 Pine Street		
Address Line 4:	Harrisburg, PENNSYLVANIA 17108		
ATTORNEY DOCKET NUMBER:	21631-0001/ 356		
NAME OF SUBMITTER:	Sue Heberlig		
SIGNATURE:	/SueHeb/		
DATE SIGNED:	11/07/2016		
Total Attachments: 1 source=A5437502#page1.tif			

OP \$40.00 3788639

TRADEMARK ASSIGNMENT

WHEREAS, AHOLD LICENSING Sarl, a corporation organized and existing under the laws of Switzerland having a place of business at 2 Rue Jean-Petitot, Geneva, Switzerland 1204 (hereinafter referred to as "Assignor"), is the owner of all right, title, and interest in and to the trademark ITEMMASTER for providing an on-line computer database featuring trade information in the field of retail supermarket products (the "Trademark"), and all goodwill related thereto, and the registration thereof, Registration Number 3788639 (the "Registration"); and

WHEREAS, ITEMMASTER, LLC, a limited liability company organized and existing under the laws of the State of Delaware having a place of business at 9933 Woods Drive, Skokie, IL 60077 ("Assignee"), is desirous of acquiring the Trademark and the goodwill associated therewith, and the Registration; and

WHEREAS, the assignment of the Trademark and the Registration shall be made of record in the United States Patent and Trademark Office; and

WHEREAS, Assignor agrees that it will execute or arrange for execution of such further assignment documents or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignment of the Trademark and the Registration from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, free and clear of all liens and encumbrances, all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, the Registration, and all common or other law rights in or to the Trademark, as well as all rights to damages and profits, due or accrued, arising out of past infringements of the Trademark, and the right to sue and recover for same. This assignment is made without any representations or warranties of any kind regarding the Trademark, the Registration or this Assignment.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of October 19, 2016.

AHOLD LICENSING Sarl

By: Neil P. Kearney
Name: Neil P. Kearney
Title: Managing Director

By: Gregory A. Stary
Name: Gregory Stary
Title: Managing Director