

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM411245

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Premium Nutritional Products, Inc.		12/20/2016	Corporation: KANSAS
RECEIVING PARTY DATA			
Name:	Ahold Licensing Sarl		
Street Address:	Rue Jean-Francois Bartholoni 4-6		
City:	Geneva		
State/Country:	SWITZERLAND		
Postal Code:	1204		
Entity Type:	Limited Liability Company: SWITZERLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5008081	NATURE'S PROMISE	
Registration Number:	4161485	NATURE'S PROMISE	
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:	21631-0002/ 356		
NAME OF SUBMITTER:	Sue Heberlig		
SIGNATURE:	/SueHeb/		
DATE SIGNED:	01/05/2017		
Total Attachments: 3			
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OP \$65.00 5008081

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of the 20th day of December, 2016 by and between Premium Nutritional Products, Inc. (the "Assignor"), a corporation having a place of business at 10504 W. 79th Street, Shawnee, Kansas 66214 and Ahold Licensing Sàrl (the "Assignee"), a Swiss limited liability corporation having a place of business at Rue Jean-François Bartholoni 4-6, 1204 Geneva, Switzerland.

Assignor is the owner of the certain trademark rights in the trademark NATURE'S PROMISE (the "Common Law Rights") and the trademark registrations and application listed on Schedule 1 attached hereto (the "Trademarks"); and

Assignor has elected to transfer all of its right, title, and interest in and to the Common Law Rights and the Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby irrevocably sells, assigns, and transfers unto Assignee its entire right, title and interest in and to the Common Law Rights and to the entire right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, together with all claims for damages by reason of past infringement of said rights with the right to sue for and collect the same for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed by their duly authorized corporate officers on the day and year first above written.

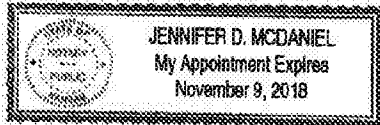
Premium Nutritional Products, Inc.
("Assignor")

By: [Signature]
Name: David R. Morris
Title: CEO - President

Ahold Licensing Sàrl
("Assignee")

By: [Signature]
Name: Neil P. Kennedy
Title: Managing Director

By: [Signature]
Name: J. J. SILVA GONCALVES
Title: Managing Director



Subscribed and sworn (or affirmed) before me this 20th day of December, 2016,

[Signature]
Notary Public

My Commission Expires 11/9/18

SCHEDULE 1

Country	Mark/Name/A N/RN	Status/Status Date	Full Goods/Services	Owner Information
US Federal	<u>NATURE'S PROMISE</u> RN: 5008081 SN: 86863065	Registered July 26, 2016	(Int'l Class: 31) food for animals	Premium Nutritional Products, Inc. (KANSAS CORP.) 10504 West 79th Street Shawnee, Kansas 66214 USA
US Federal	<u>NATURE'S PROMISE</u> RN: 4161485 SN: 77022302	Registered June 19, 2012	(Int'l Class: 31) pet food for small mammals, hay	Premium Nutritional Products, Inc. (KANSAS CORP.) 10504 West 79th Street Shawnee, Kansas 66214 USA
Canada	<u>NATURE'S PROMISE</u> AN: 1765378	Canada Filed Last Status Received: Pending Application June 30, 2016 Office Status: Filing date accorded	(Int'l Class: 31) Goods: (1) Food for Animals.	Premium Nutritional Products, Inc. 10504 West 79th Street Shawnee, KS 66214, USA
Canada	<u>NATURE'S PROMISE</u> RN: TMA816780 AN: 1335184	Canada Registered Last Status Received: Registered February 2, 2012	(Int'l Class: 31) Goods: (1) Pet food for small mammals; hay.	Premium Nutritional Products, Inc. 10504 West 79th Street Shawnee, Kansas 66214, USA

Country	Mark/Name/A N/RN	Status/Status Date	Full Goods/Services	Owner Information
Norway	<u>NATURE'S PROMISE</u> RN: 240229 AN: 200702228	Norway Registered Last Status Received: Registered August 7, 2007	(Translation) (Int'l Class: 31) Food for birds in cages, food for small mammals, hay.	Premium Nutritional Products Inc 10504 W 79th Street, KS66214, SHAWNEE, USA
European Union (EUTM)	<u>NATURE'S PROMISE</u> RN: 005712071 AN: 005712071	European Union Registered Last Status Received: Registered November 24, 2009	(Int'l Class: 31) Feed for cage birds; pet food, namely for small mammals; hay.	Premium Nutritional Products, Inc. 10504 W. 79th Street, 66214, Shawnee,, Kansas, USA
Japan	<u>NATURE'S PROMISE</u> RN: 5080235 AN: 2007- 021702	Japan Registered Last Status Received: Registered September 28, 2007	(Translation) (Int'l Class: 31) for bird feed, pet food, hay	Premium Nutritional Products, Inc. USA