

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM510472

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GFC Brands, Inc.		01/01/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ahold Delhaize Licensing Sarl		
<b>Street Address:</b>	Rue Jean-Francois Bartholoni 4-6		
<b>City:</b>	Geneva		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	1204		
<b>Entity Type:</b>	Limited Liability Company: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3140627	EASYSCAN	
<b>Registration Number:</b>	3264389	EASYWEIGH	
<b>Registration Number:</b>	2331165	EXTRA REWARDS	
<b>Registration Number:</b>	3165146	SHOPPING SOLUTIONS	
<b>Registration Number:</b>	3158793	THE COMMUNITY CENTER	
<b>Registration Number:</b>	3158794	THE COOKING SCHOOL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	717-232-8000		
<b>Email:</b>	trademarks@mcneeslaw.com		
<b>Correspondent Name:</b>	Sue Heberlig		
<b>Address Line 1:</b>	100 Pine Street		
<b>Address Line 4:</b>	Harrisburg, PENNSYLVANIA 17108		
<b>ATTORNEY DOCKET NUMBER:</b>	21631-0001/ 356		
<b>NAME OF SUBMITTER:</b>	Sue Heberlig		
<b>SIGNATURE:</b>	/SueHeb/		
<b>DATE SIGNED:</b>	02/18/2019		

OP \$165.00 3140627

**Total Attachments: 2**

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 1<sup>st</sup> day of January 2019 by and between GFC Brands, Inc., (the "Assignor"), a Delaware corporation having its principal place of business at 301 N. Market Street, Wilmington, Delaware 19801 and Ahold Delhaize Licensing Sarl (the "Assignee"), a Switzerland limited liability company having its principal office at Rue Jean-François Bartholoni 4-6, 1204 Geneva, Switzerland.

Assignor is the owner of the trademarks and trademark registrations listed on Schedule "A" attached hereto; and

Assignor has elected to transfer all of its right, title, and interest in and to the trademarks and trademark registrations 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 sells, assigns, and transfers unto Assignee the entire right, title and interest in and to the trademarks and trademark registrations listed on Schedule "A" hereto, together with the goodwill of the business symbolized by the trademarks and trademark registrations, together with all claims for damages by reason of past infringement of said trademarks, 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 has caused this instrument to be executed by its duly authorized corporate officer.

GFC BRANDS, INC.  
("Assignor")

By \_\_\_\_\_

Name: Joan L. Yori

Title: President

Date: 2/12/2019

SCHEDULE A

Trademark	Application No.	Registration No.	Jurisdiction
BONUS BUY	2002-0146	2002-0146	Maryland
BONUS BUY	3085637	3085637	Pennsylvania
BONUS BUY	1006767	1006767	West Virginia
EASYSKAN	78507182	3140627	USA
EASYWEIGH (Stylized)	78761258	3264389	USA
EXTRA REWARDS	75520361	2331165	USA
LIVING HERE, GIVING HERE	3211288	3211288	Pennsylvania
LIVING HERE, GIVING HERE	1006847	1006847	West Virginia
QUALITY. SELECTION. SAVINGS. EVERYDAY.	2002-0213	2002-0213	Maryland
QUALITY. SELECTION. SAVINGS. EVERYDAY.	3107239	3107239	Pennsylvania
QUALITY. SELECTION. SAVINGS. EVERYDAY.	1006778	1006778	West Virginia
SHOPPING SOLUTIONS and Design	78763424	3165146	USA
THE COMMUNITY CENTER and Design	78813534	3158793	USA
THE COOKING SCHOOL and Design	78813538	3158794	USA

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