

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM589997

<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>
VSM NY Holdings LLC		06/25/2020	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wakefern Food Corp.		
<b>Street Address:</b>	5000 Riverside Drive		
<b>City:</b>	Keasbey		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	08832		
<b>Entity Type:</b>	Corporation: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 35</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2375537	LIKE NO OTHER MARKET	
<b>Registration Number:</b>	2431510	LIKE NO OTHER MARKET	
<b>Registration Number:</b>	3931255	FAIRWAY NEW YORK	
<b>Registration Number:</b>	3931254	FAIRWAY OF NEW YORK	
<b>Registration Number:</b>	3931256	NEW YORK FAIRWAY	
<b>Registration Number:</b>	3931279	"LIKE NO OTHER MARKET" FAIRWAY NEW YORK	
<b>Registration Number:</b>	3928817	"LIKE NO OTHER MARKET" FAIRWAY NEW YORK	
<b>Registration Number:</b>	3552603	FAIRWAY	
<b>Registration Number:</b>	3545835	FAIRWAY "LIKE NO OTHER MARKET"	
<b>Registration Number:</b>	3641830	FAIRWAY "LIKE NO OTHER MARKET"	
<b>Registration Number:</b>	3641829	FAIRWAY CAFÉ	
<b>Registration Number:</b>	3763826	FAIRWAY CAFÉ & STEAKHOUSE	
<b>Registration Number:</b>	3571345	LIKE NO OTHER MARKET	
<b>Registration Number:</b>	3693296	FAIRWAY	
<b>Registration Number:</b>	3641831	FAIRWAY	
<b>Registration Number:</b>	3693295	FAIRWAY "LIKE NO OTHER MARKET"	
<b>Registration Number:</b>	3693294	LIKE NO OTHER MARKET	
<b>Registration Number:</b>	3802023	DISCOVER MORE. SPEND LESS.	
<b>Registration Number:</b>	3861726	FAIRWAY	
<b>TRADEMARK</b>			

OP \$890.00 2375537

Property Type	Number	Word Mark
Registration Number:	3951466	FAIRWAY LIKE NO OTHER MARKET
Registration Number:	3861727	LIKE NO OTHER MARKET
Registration Number:	3808727	THE WORLD'S GREATEST FOOD STORE
Registration Number:	4150646	FAIRWAY
Registration Number:	4052364	FAIRWAY WINES & SPIRITS
Registration Number:	4168891	FAIRWAY WINES & SPIRITS
Registration Number:	4176613	FAIRWAY WINES & SPIRITS
Registration Number:	4038669	FAIRWAY WINES & SPIRITS
Registration Number:	4052375	LIKE NO OTHER WINES & SPIRITS STORE
Registration Number:	4017406	THE WORLD'S GREATEST WINES & SPIRITS STO
Registration Number:	4450782	FAIRWAY
Registration Number:	4696552	FAIRWAY
Registration Number:	4477288	ON OUR PLATE
Registration Number:	4880744	EAT BIG LIVE LARGE
Registration Number:	5687434	THE PLACE TO GO FOODING
Registration Number:	5905359	THE COOKING PLACE AT FAIRWAY MARKET

#### CORRESPONDENCE DATA

Fax Number: 2028428465

*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: 202-842-8800

Email: dctrademarks@faegredrinker.com

Correspondent Name: Jennifer L. Dean

Address Line 1: 1500 K Street, N.W., Suite 1100

Address Line 2: Faegre Drinker Biddle & Reath LLP

Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER:	601567
NAME OF SUBMITTER:	Joelle Zajk
SIGNATURE:	/joelle zajk/
DATE SIGNED:	08/03/2020

#### Total Attachments: 13

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is effective as of [insert date], by and between VSM NY Holdings LLC, a New York limited liability company ("Assignor"), on the one hand, and Wakefern Food Corp., a New Jersey corporation ("Assignee"), on the other hand.

WHEREAS, Assignor possesses all rights, title and interest in and to the marks associated with the Fairway-branded retail supermarket, café, liquor store and restaurant services business, and products sold in connection therewith (the "Business"), including without limitation the marks listed on Schedule A hereto (the "Marks"), and the domain names associated with the Business, including without limitation the domain names listed in Schedule B hereto (the "Domain Names"); together with the Marks, the "Intellectual Property"), as well as the goodwill of the business symbolized thereby, including that portion of the business to which the Intellectual Property pertains, the common law rights thereto, and the applications and registrations therefor. REDACTED

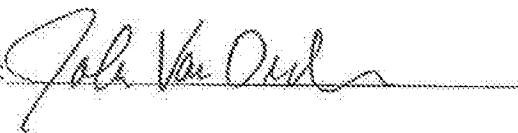
REDACTED WHEREAS, Assignee wishes to acquire all rights, title and interest in and to the Intellectual Property, the goodwill of the business symbolized thereby, including that portion of the business to which the Intellectual Property pertains, the common law rights thereto, and the applications and registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor hereby transfers, conveys and assigns to Assignee all right, title and interest in and to the Intellectual Property, together with the goodwill of the business symbolized thereby, including that portion of the business to which the Intellectual Property pertains, the common law rights thereto, and the applications and registrations therefor, as well as the right to apply for and receive registrations for the Intellectual Property throughout the United States and in all other countries of the world, and the right to sue and recover damages for past, present and future infringements. This assignment is made to Assignee, its successors and assigns, to have and to hold such assets for its own use and benefit forever.

VSM NY Holdings LLC

By



Wakefern Food Corp.

By



Name: John Van Orden

Title: CFO

Date: 6/24/20

Name:

Joseph M. Sheridan  
President & COO

Title:

Date:

6/25/20

SCHEDULE A  
Marks

US Federal Applications and Registrations

LIKE NO OTHER MARKET

RN: 2375537

SN: 75844619

LIKE NO OTHER MARKET

RN: 2431510

SN: 75933762

FAIRWAY NEW YORK

RN: 3931255

SN: 77135559

FAIRWAY OF NEW YORK

RN: 3931254

SN: 77135544

NEW YORK FAIRWAY

RN: 3931256

SN: 77135577

"LIKE NO OTHER MARKET" FAIRWAY NEW YORK and Design



RN: 3931279

SN: 77172472

"LIKE NO OTHER MARKET" FAIRWAY NEW YORK and Design



RN: 3928817

SN: 77172484

US Federal Applications and Registrations

FAIRWAY  
RN: 3552603  
SN: 77195995

FAIRWAY "LIKE NO OTHER MARKET" and Design

**FAIRWAY**  
"Like No Other Market"

RN: 3545835  
SN: 77196002

FAIRWAY  
RN: 3641831  
SN: 77338193

FAIRWAY "LIKE NO OTHER MARKET" and Design

**FAIRWAY**  
"Like No Other Market"

RN: 3641830  
SN: 77338192

FAIRWAY CAFÉ  
RN: 3641829  
SN: 77338189

FAIRWAY CAFÉ & STEAKHOUSE  
RN: 3763826  
SN: 77338182

LIKE NO OTHER MARKET  
RN: 3571345  
SN: 77338190

FAIRWAY  
RN: 3693296  
SN: 77339365

US Federal Applications and Registrations

FAIRWAY "LIKE NO OTHER MARKET" and Design

**FAIRWAY**  
"Like No Other Market"

RN: 3693295  
SN: 77339361

LIKE NO OTHER MARKET

RN: 3693294  
SN: 77339355

DISCOVER MORE. SPEND LESS.

RN: 3802023  
SN: 77736031

FAIRWAY

RN: 3861726  
SN: 77755048

FAIRWAY LIKE NO OTHER MARKET and Design

**FAIRWAY**  
Like No Other Market

RN: 3951466  
SN: 77755062

LIKE NO OTHER MARKET

RN: 3861727  
SN: 77755054

THE WORLD'S GREATEST FOOD STORE

RN: 3808727  
SN: 77821826

FAIRWAY

RN: 4150646  
SN: 77966177

FAIRWAY WINES & SPIRITS and Design



US Federal Applications and Registrations



RN: 4052364  
SN: 85269688

FAIRWAY WINES & SPIRITS

RN: 4168891  
SN: 85269482

FAIRWAY WINES & SPIRITS and Design



RN: 4176613  
SN: 85269732

FAIRWAY WINES & SPIRITS

RN: 4038669  
SN: 85269954

LIKE NO OTHER WINES & SPIRITS STORE

RN: 4052375  
SN: 85270252

THE WORLD'S GREATEST WINES & SPIRITS STORE

RN: 4017406  
SN: 85274215

US Federal Applications and Registrations

FAIRWAY  
RN: 4450782  
SN: 85912400

FAIRWAY  
RN: 4696552  
SN: 85911950

ON OUR PLATE  
RN: 4477288  
SN: 85920261

EAT BIG LIVE LARGE  
RN: 4880744  
SN: 86642788

THE PLACE TO GO FOODING and Design:



RN: 5687434  
SN: 87801271

THE COOKING PLACE AT FAIRWAY MARKET and Design:



RN: 5905359  
SN: 88329864

US State Applications and Registrations

"LIKE NO OTHER MARKET" FAIRWAY NEW YORK and Design  
RN: MD 20080045

"LIKE NO OTHER MARKET" FAIRWAY NEW YORK and Design



RN: MO S018038

"LIKE NO OTHER MARKET" FAIRWAY NEW YORK and Design



RN: MO S018037

FAIRWAY "LIKE NO OTHER MARKET" and Design  
RN: MD 20080044

FAIRWAY "LIKE NO OTHER MARKET" and Design



RN: MO S018040

FAIRWAY "LIKE NO OTHER MARKET" and Design



RN: NY S20084

FAIRWAY "LIKE NO OTHER MARKET" and Design

US State Applications and Registrations

**FAIRWAY**  
"Like No Other Market"

RN: NY R31057

FAIRWAY "LIKE NO OTHER MARKET" and Design

**FAIRWAY**  
"Like No Other Market"

RN: NY R31058

FAIRWAY "LIKE NO OTHER MARKET" and Design

**FAIRWAY**  
"Like No Other Market"

RN: NY R31060

FAIRWAY LIKE NO OTHER MARKET

RN: MI M08637

FAIRWAY MARKET FAIRWAY LIKE NO OTHER MARKET and Design

**FAIRWAY MARKET**  
Fairway Like No Other Market

RN: DE 83641048

FAIRWAY MARKET FAIRWAY LIKE NO OTHER MARKET and Design

RN: MD 20080041

FAIRWAY NEW YORK

RN: MI M08939

FAIRWAY NEW YORK

RN: MD 20080038

ACTIVE:122621985.04

**TRADEMARK**  
**REEL: 007013 FRAME: 0914**

**US State Applications and Registrations**

FAIRWAY NEW YORK LIKE NO OTHER MARKET  
RN: MI M09331

FAIRWAY NEW YORK LIKE NO OTHER MARKET and Design  
RN: MD 20080042

FAIRWAY NEW YORK MARKET  
RN: MI M08635

FAIRWAY NEW YORK MARKET  
RN: MD 20080039

FAIRWAY OF NEW YORK  
RN: MI M08679

FAIRWAY OF NEW YORK  
RN: MD 20080037

FAIRWAY WINE  
RN: MI M09330

FAIRWAY WINE  
RN: MD 20080040

LIKE NO OTHER MARKET  
RN: MI M08947

LIKE NO OTHER MARKET FAIRWAY OF NEW YORK and Design  
RN: MD 20080036

NEW YORK FAIRWAY  
RN: MD 20080043

NEW YORK FAIRWAY and Design

NEW YORK FAIRWAY

RN: MO S018039

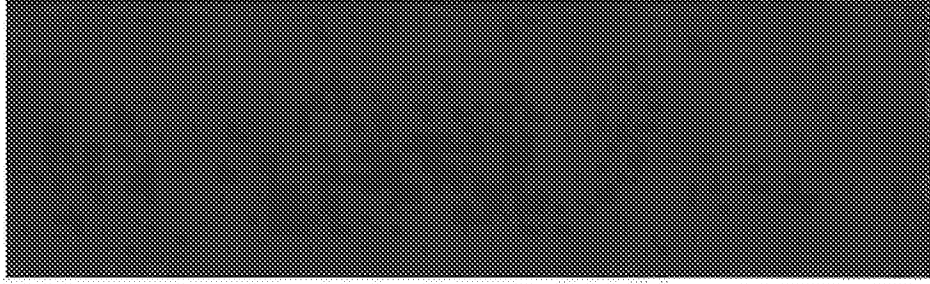
US State Applications and Registrations

FAIRWAY "LIKE NO OTHER MARKET" and Design  
RN: NY R31039

SCHEDULE B  
Domain Names

www.fairwaymarket.com  
www.thecookingplace.com

SCHEDULE C



REDACTED

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