

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM705744

<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>
Fresh Direct, LLC		12/10/2021	Limited Liability Company: 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: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5022873	CLOUD 9	
<b>Registration Number:</b>	4881980	CLOUD 9	
<b>Registration Number:</b>	5348709	CLOUD 9	
<b>Registration Number:</b>	5203754	CLOUD 9	
<b>Registration Number:</b>	4632169	DELIVERYPASS	
<b>Registration Number:</b>	5362635	F	
<b>Registration Number:</b>	5370440	FOODKICK	
<b>Registration Number:</b>	5548208	FOODKICK BY FRESHDIRECT	
<b>Registration Number:</b>	5548209	FRESHDIRECT	
<b>Registration Number:</b>	5436004	FRESHDIRECT	
<b>Registration Number:</b>	3236688	FRESHDIRECT	
<b>Registration Number:</b>	2836743	FRESHDIRECT	
<b>Registration Number:</b>	4657141	JUST FRESHDIRECT	
<b>Serial Number:</b>	90732644	JUST FRESHDIRECT	
<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>			

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**Phone:** 17172328000  
**Email:** trademarks@mcneeslaw.com  
**Correspondent Name:** Sue Heberlig  
**Address Line 1:** 100 Pine Street  
**Address Line 4:** Harrisburg, PENNSYLVANIA 17108

**ATTORNEY DOCKET NUMBER:** 21631-0129

**NAME OF SUBMITTER:** Sue Heberlig

**SIGNATURE:** /SueHeb/

**DATE SIGNED:** 02/01/2022

**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT made as of the 10<sup>th</sup> day of December 2021 by and between Fresh Direct, LLC (the "Assignor") a Delaware limited liability company having its principal place of business at 2 St. Ann's Avenue, Bronx, New York 10454 and Ahold Delhaize Licensing Sàrl (the "Assignee"), a Switzerland limited liability company having its principal office at Rue Jean-Francois Bartholoni 4-6, 1204 Geneva, Switzerland.

Assignor is the owner of the trademarks and trademark registrations/applications 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/applications 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/applications listed on Schedule "A" hereto, together with the goodwill of the business symbolized by the trademarks and trademark registrations/applications, 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 on the day and year first above written.

**FRESH DIRECT, LLC**  
("Assignor")



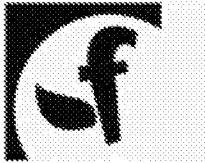

By Teepoo Riaz DocuSigned by:

Name: Teepoo Riaz

Title: SVP General Counsel

Date: Dec 10, 2021

**SCHEDULE A**

<b>Mark (All US Federal Registrations)</b>	<b>Registration No.</b>	<b>Serial No.</b>
CLOUD 9	5022873	86013975
CLOUD 9	4881980	86014034
CLOUD 9 and Design 	5348709	87181451
CLOUD 9 and Design 	5203754	87181449
DELIVERYPASS	4632169	86241355
F and Design 	5362635	87218056
FOODKICK	5370440	86608665
FOODKICK BY FRESHDIRECT and Design 	5548208	87217988
FRESHDIRECT	5548209	87218080

<b>Mark (All US Federal Registrations)</b>	<b>Registration No.</b>	<b>Serial No.</b>
FRESHDIRECT	5436004	87218075
FRESHDIRECT and Design 	3236688	78854825
FRESHDIRECT	2836743	75777097
JUST FRESHDIRECT	4657141	86006840
JUST FRESHDIRECT	pending	90732644

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