

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TM167136

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 Delhaize Licensing Sàrl		12/06/2023	Limited Liability Company: SWITZERLAND
RECEIVING PARTY DATA			
Company Name:	Fresh Direct, LLC		
Street Address:	2 ST. ANN'S AVENUE		
City:	Bronx		
State/Country:	NEW YORK		
Postal Code:	10454		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Serial Number:	98010520	KITCHENCLUB	
Serial Number:	98010522	K	
Serial Number:	98153227	GARDEN VARIETY	
Serial Number:	97767451	FRESHDIRECT KITCHENCLUB	
Registration Number:	5022873	CLOUD 9	
Registration Number:	4881980	CLOUD 9	
Registration Number:	7061852	CLOUD 9	
Registration Number:	5348709	CLOUD 9	
Registration Number:	5203754	CLOUD 9	
Registration Number:	7068358	CLOUD 9	
Registration Number:	4632169	DELIVERYPASS	
Registration Number:	5362635	F	
Registration Number:	5370440	FOODKICK	
Registration Number:	5548208	FOODKICK BY FRESHDIRECT	
Registration Number:	5548209	FRESHDIRECT	
Registration Number:	5436004	FRESHDIRECT	
Registration Number:	3236688	FRESHDIRECT	
Registration Number:	2836743	FRESHDIRECT	
Registration Number:	7088623	FRESHDIRECT	

CH \$590.00.00 98010520

Property Type	Number	Word Mark
Registration Number:	4657141	JUST FRESHDIRECT
Registration Number:	6792811	JUST FRESHDIRECT
Registration Number:	7057271	JUST FRESHDIRECT
Registration Number:	7271694	FOOD THAT DELIVERS YOU

CORRESPONDENCE DATA

Fax Number:

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: 2124684974
Email: vmartell@dglaw.com,jwildes@dglaw.com
Correspondent Name: Joy J Wildes
Address Line 1: 1675 Broadway
Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER:	VINCENT MARTELL
SIGNATURE:	VINCENT MARTELL
DATE SIGNED:	03/04/2024

Total Attachments: 6

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TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT

THIS TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT made as of December 6, 2023 by and between Ahold Delhaize Licensing Sàrl (the “Assignor”), a Switzerland limited liability company having its principal office at Rue Jean-Francois Bartholoni 4-6, 1204 Geneva, Switzerland, and Fresh Direct, LLC (the “Assignee”), a Delaware limited liability company.

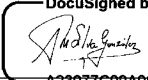
Assignor is the owner of the trademarks and trademark registrations/applications listed on Schedule “A” attached hereto (the “Assigned Trademarks”); and

Assignor has elected to transfer all of its right, title, and interest in and to the Assigned 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 sells, assigns, and transfers unto Assignee the entire right, title and interest in and to the Assigned Trademarks, 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, and Assignee hereby assumes, acquires and accepts from Assignor all of duties, liabilities and obligations of the Assignor with respect to the Assigned Trademarks, and to satisfy, pay, perform and discharge, and when due, all liabilities and obligations of the Assignor with respect to the Assigned Trademarks.

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment and Assumption Agreement to be executed by their authorized representatives.

AHOLD DELHAIZE LICENSING S.À.R.L.

DocuSigned by:


A23977C99A964D1...
Name: Miguel Silva Gonzalez
Title: Managing Director

AHOLD DELHAIZE LICENSING S.À.R.L.

Name: Célia Ullmann
Title: Managing Director

[Signature Page to Trademark Assignment and Assumption Agreement]

[[6201742]]


TRADEMARK
REEL: 008360 FRAME: 0594

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment and Assumption Agreement to be executed by their authorized representatives.

AHOLD DELHAIZE LICENSING S.À.R.L.

Name: Miguel Silva Gonzalez
Title: Managing Director

AHOLD DELHAIZE LICENSING S.À.R.L.

DocuSigned by:

13B8015B8E9E4B1...

Name: Célia Ullmann
Title: Managing Director

[Signature Page to Trademark Assignment and Assumption Agreement]

[[6201742]]

TRADEMARK
REEL: 008360 FRAME: 0595

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment and Assumption Agreement to be executed by their authorized representatives.

FRESH DIRECT, LLC

DocuSigned by:


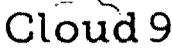



Selin Barlin Aral



A22EB8DE50F040B...
Name: Selin Barlin Aral
Title: Chief Legal Officer/ President

[Signature Page to Trademark Assignment and Assumption Agreement]

Schedule "A"
Assigned Trademarks

Trademarks

Mark/Name	Registration/Serial #
CLOUD 9	RN: 5022873 SN: 86013975
CLOUD 9	RN: 4881980 SN: 86014034
CLOUD 9	RN: 7061852 SN: 97406761
CLOUD 9 and Design 	RN: 5348709 SN: 87181451
CLOUD 9 and Design 	RN: 5203754 SN: 87181449
CLOUD 9 and Design 	RN: 7068358 SN: 97406762
DELIVERYPASS	RN: 4632169 SN: 86241355
F and Design 	RN: 5362635 SN: 87218056
<u>FOOD THAT DELIVERS YOU</u>	SN: 97636186
<u>FOODKICK</u>	RN: 5370440 SN: 86608665
FOODKICK BY FRESHDIRECT and Design 	RN: 5548208 SN: 87217988
<u>FRESHDIRECT</u>	RN: 5548209 SN: 87218080

Mark/Name	Registration/Serial #
<u>FRESHDIRECT</u>	RN: 5436004 SN: 87218075
<u>FRESHDIRECT and Design</u> 	RN: 3236688 SN: 78854825
<u>FRESHDIRECT</u>	RN: 2836743 SN: 75777097
<u>FRESHDIRECT</u>	RN: 7088623 SN: 97413782
<u>FRESHDIRECT KITCHENCLUB</u>	SN: 97767451
<u>GARDEN VARIETY</u>	SN: 98153227
<u>JUST FRESHDIRECT</u>	RN: 4657141 SN: 86006840
<u>JUST FRESHDIRECT</u>	RN: 6792811 SN: 90732644
<u>JUST FRESHDIRECT</u>	RN: 7057271 SN: 97413783
<u>K Stylized and Design</u> 	SN: 98010522
<u>KITCHENCLUB Stylized</u>	SN: 98010520