

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
BI-LO Brands, Inc.		01/26/2005	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	S&S Brands, Inc.
<b>Street Address:</b>	1007 Orange Street
<b>Internal Address:</b>	Nemours Building, Suite 1410
<b>City:</b>	Wilmington
<b>State/Country:</b>	DELAWARE
<b>Postal Code:</b>	19801
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Registration Number:	2261504	BATH SENSATIONS
Registration Number:	2396627	BEVERAGE DEPOT
Registration Number:	2263787	KRUNCH LINE
Registration Number:	2271205	KRUNCHLINE
Registration Number:	2000199	ORCHARD HARVEST
Registration Number:	2513049	PLATINUM PROCESSING
Registration Number:	2647443	PREFERRED CUISINE
Registration Number:	2072449	PURE POWER
Registration Number:	2462688	PURE POWER
Registration Number:	2740093	PURE POWER
Registration Number:	2855916	PURE POWER PLUS
Registration Number:	2121584	PURE SOFTNESS
Registration Number:	2574221	PURE SOFTNESS

OP \$390.00 2261504

Registration Number:	2912680	PURE SOFTNESS PLUS
Registration Number:	2535686	SHAKE AWAY

**CORRESPONDENCE DATA**

Fax Number: (717)237-5300  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: sheberli@mwn.com  
 Correspondent Name: Sue Heberlig  
 Address Line 1: 100 Pine Street  
 Address Line 4: Harrisburg, PENNSYLVANIA 17108

NAME OF SUBMITTER:	Sue Heberlig
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Signature:	/SueHeb/
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Date:	01/27/2005
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Total Attachments: 2  
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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT made as of the 26 day of JANUARY, 2005 by and between BI-LO Brands, Inc. (the "Assignor"), a Delaware corporation having its principal place of business at 1007 Orange Street, Nemours Building, Suite 1410, Wilmington, DE 19801, and S&S Brands, Inc. (the "Assignee"), a Delaware corporation having its principal place of business at the same address.

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

Assignor has elected to transfer all of its right, title, and interest in and to those 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 those trademark registrations listed on Schedule "A" hereto, together with the goodwill of the business symbolized by the 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 its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the parties hereto have set their hands and seals on the day and year first above written.

BI-LO BRANDS, INC.

S&S BRANDS, INC.

Joan L. Dobrzynski  
Name: JOAN L. DOBRZYNSKI  
Title: PRESIDENT

Francis B. Jacobs II  
Name: Francis B. Jacobs II  
Title: Treasurer

**SCHEDULE A**

<u>Trademark</u>	<u>Registration Number</u>
BATH SENSATIONS	2,261,504
BEVERAGE DEPOT	2,396,627
KRUNCH LINE and Design	2,263,787
KRUNCHLINE	2,271,205
ORCHARD HARVEST	2,000,199
PLATINUM PROCESSING	2,513,049
PREFERRED CUISINE	2,647,443
PURE POWER	2,072,449
PURE POWER	2,462,688
PURE POWER	2,740,093
PURE POWER PLUS	2,855,916
PURE SOFTNESS	2,121,584
PURE SOFTNESS	2,574,221
PURE SOFTNESS PLUS	2,912,680
SHAKE AWAY	2,535,686