

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ahold Retail Services AG		08/09/2006	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA	
Name:	Ahold Licensing SA
Street Address:	2 Rue de Jean-Petitot
City:	Geneva
State/Country:	SWITZERLAND
Postal Code:	1204
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 64

Property Type	Number	Word Mark
Registration Number:	2998187	ACADIA
Registration Number:	3040100	ACADIA FRUIT SPRINGS
Registration Number:	2937727	APPLE O'S
Registration Number:	2993365	ARCTIC DELIGHTS
Registration Number:	2958686	BAGEL SNACKERS
Registration Number:	2922764	BUTTERY CRUNCH BLAST
Registration Number:	2925024	CARAMEL NUT HULLABALOO
Registration Number:	2846881	CHE-BANGOS
Registration Number:	3021744	CHEEZYMELT
Registration Number:	2920675	CHIP'UMS
Registration Number:	2925025	CHOCOLATE ALMOND DESTINY
Registration Number:	3087153	CINNAMON CRISPERS
Registration Number:	2936064	CLEAR SPLASH
Registration Number:	2892096	COCOA BITS

OP \$1615.00 2998187

Registration Number:	2925027	COCOA MAGIC
Registration Number:	3003582	CRISPERS
Registration Number:	2968769	EGGS MADE SIMPLE
Registration Number:	2986531	EVERYBODY LOVES SUNDAES
Registration Number:	2857964	FESTINGOS
Registration Number:	3140530	FESTINGOS
Serial Number:	78828741	FREESTYLE
Registration Number:	3113611	FRUIT SWIRLS
Serial Number:	78280225	FRUITY BITS
Registration Number:	2759500	GIFT A LA CARD
Registration Number:	1672312	GUARANTEED VALUE
Registration Number:	2871579	GUARANTEED VALUE
Serial Number:	78620690	GUARANTEED VALUE
Registration Number:	2857965	GUSTADOS
Serial Number:	78854087	GV GUARANTEED VALUE
Registration Number:	2900751	HOGS BREATH
Registration Number:	2914529	HONEY CRUNCHIN OATS
Registration Number:	3091478	INSTA MAC
Serial Number:	78881110	JUST ENJOY
Registration Number:	2914530	KRUNCH HEADS
Serial Number:	78881108	MAKING YOUR BUSINESS OURS
Registration Number:	2165842	MARTIN'S
Serial Number:	78937511	MONARCH
Serial Number:	78937513	MONARCH "OUR HIGHEST QUALITY"
Serial Number:	78867960	MONARCH FOODS
Registration Number:	3136604	NATURE'S PROMISE
Serial Number:	78889886	NATURE'S PROMISE
Registration Number:	3091369	NATURE'S PROMISE
Serial Number:	78889805	NATURE'S PROMISE
Registration Number:	3107939	NATURE'S PROMISE
Serial Number:	78874129	NORTH STAR FOODSERVICE
Serial Number:	78874134	NORTH STAR FOODSERVICE
Registration Number:	3051647	ORCHARD PERFECT
Registration Number:	2917444	PEANUT BUTTER RICHES
Registration Number:	2918916	RAINBOW TREASURES

Registration Number:	2920674	RANGLERS
Registration Number:	2994231	SEAL & LOCK
Serial Number:	78876202	SIMPLY ENJOY
Serial Number:	78593984	SIMPLY JUICE
Serial Number:	78411955	SMART LIVING
Registration Number:	2918917	SOURCE 100
Serial Number:	78820253	TAKING SHAPE
Serial Number:	78820254	TAKING STEPS
Registration Number:	2925026	TANGY TWISTER
Serial Number:	78280562	TASTEE CHEEZ
Registration Number:	3080648	THIN DELIGHTS
Registration Number:	2920673	TWISTO'S
Registration Number:	2969900	UNDIE UPS
Registration Number:	2920676	WHEAT'UMS
Registration Number:	3147919	GUARANTEED VALUE

CORRESPONDENCE DATA

Fax Number: (717)237-5300
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 717-232-8000
Email: trademarks@mwn.com
Correspondent Name: Sue Heberlig
Address Line 1: 100 Pine Street
Address Line 4: Harrisburg, PENNSYLVANIA 17108

ATTORNEY DOCKET NUMBER: 356/21631-0001

DOMESTIC REPRESENTATIVE

Name: Michael A. Doctrow
Address Line 1: 100 Pine Street
Address Line 4: Harrisburg, PENNSYLVANIA 17108

NAME OF SUBMITTER: Sue Heberlig

Signature: /SueHeb/

Date: 09/29/2006

Total Attachments: 5
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REGISTRE DU COMMERCE DE GENÈVE

Extrait avec éventuelles radiations

EXTRAIT DU REGISTRE

No réf. 10859/2006

N° féd. CH-350-3005700-8

Ahold Licensing SA

inscrite le 04 janvier 1994

Société anonyme

Réf.	Raison Sociale	
0	Ahold Retail Services AG	
1	Ahold Licensing SA	
Siège		
0	(précédemment à : Klosters-Serneus)	
1	Genève	
Adresse		
1	rue Jean-Petitot 2	
Dates des Statuts		
0	22.12.1993 (stat. origin.)	1 09.08.2006 (nouv. stat.)
But, Observations		
1	<u>But:</u> prestations de services dans le commerce de détail; acquisition, détention, gestion et exploitation de droits de propriété intellectuelle liés notamment à des brevets, marques de commerce et marques de services ou know-how, directement ou par le biais de licence ou de sous-licence, ou par tout autre moyen; financement d'autres entreprises.	
1	nom commercial: Ahold Licensing (Suisse)	
Organe de publication		
0	Feuille Officielle Suisse du Commerce	
1	Communication aux actionnaires: lettre, télécopie, télégramme	

Réf.	Capital-actions		
	Nominal	Libéré	Actions
0	CHF 3'000'000	CHF 3'000'000	3'000 actions de CHF 1'000, nominatives
1	CHF 3'000'000	CHF 3'000'000	3'000 actions de CHF 1'000, nominatives, liées selon statuts

Réf.			Administration, organe de révision et personnes ayant qualité pour signer		
Inscr.	Mod.	Rad.	Nom et Prénoms, Origine, Domicile	Fonctions	Mode Signature
0		1	Meisser J. David, de Klosters-Serneus, à Klosters-Serneus	adm. président	signature collective à 2
0			Dorsthorst Sandra I. M., des Pays-Bas, à Genève	adm. vice-présidente	signature collective à 2
0			Schulten Johannes E. M, des Pays-Bas, à Troinex	adm.	signature collective à 2
0			DELOITTE AG, à Zurich	réviseur	
1			Plaines Stéphanie, de Zurich, à Genève	adm. présidente	signature collective à 2

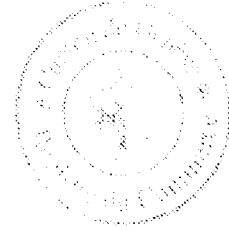
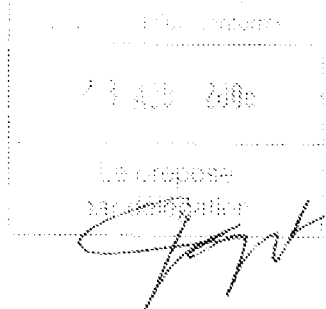
Réf.	JOURNAL		PUBLICATION FOSC		Réf.	JOURNAL		PUBLICATION FOSC	
	Numéro	Date	Date	Page		Numéro	Date	Date	Page
0	(siège précédent)		09.01.2006	8	1	10859	22.08.2006		

TRADEMARK

REEL: 003399 FRAME: 0701

Inscription non encore publiée mais approuvée par l'office fédéral du registre du commerce (art. 115, al. 2 ORC)

Genève, le 23 août 2006



Fin de l'extrait

Seul un extrait certifié conforme, signé et muni du sceau du registre, a une valeur légale.

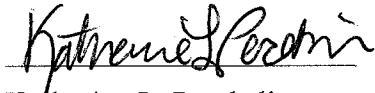


TRANSPERFECT
TRANSLATIONS

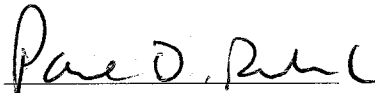
City of New York, State of New York, County of New York

- ALBANY
- ATLANTA
- BOSTON
- BRUSSELS
- CHARLOTTE
- CHICAGO
- DALLAS
- DENVER
- FRANKFURT
- GENEVA
- HONG KONG
- HOUSTON
- LONDON
- LOS ANGELES
- MIAMI
- MINNEAPOLIS
- MONTREAL
- MUNICH
- NEW YORK
- PARIS
- PHILADELPHIA
- RESEARCH TRIANGLE PARK
- SAN DIEGO
- SAN FRANCISCO
- SEATTLE
- STOCKHOLM
- TOKYO
- TORONTO
- WASHINGTON, DC

I, Katharine Perekslis, hereby certify that the following is, to the best of my knowledge and belief, a true and accurate translation of the attached document "AL, Trade Registry of GVA, 2006-08-24", from French to English.


Katharine L. Perekslis

Sworn to before me this
29th day of September, 2006


Signature, Notary Public

PAUL D. RALSTON
Notary Public, State of New York
No. 01RA6023867
Qualified in Queens County
Commission Expires May 3, 2007

Stamp, Notary Public

GENEVA TRADE REGISTER

Excerpt with possible deletions

EXCERPT FROM REGISTER

Ref. No. 10859/2006

Fed. No. CH-350-3005700-8

Ahold Licensing SA
Registered on January 4, 1994
Public Company

Ref.	Corporate Name	
0	Ahold Retail Services AG	
1	Ahold Licensing SA	
Headquarters		
0	(previously at: Klosters-Serneus)	
1	Geneva	
Address		
1	Rue Jean-Petitot 2	
Dates of Statuses		
0	12/22/1993 (orig. stat.)	1 08/09/2006 (new stat.)
Purpose, Observations		
1	<p><u>Purpose:</u> Offering services in retail trade; acquisition, holding, management and use of intellectual property rights related namely to patents, commercial brands and service brands or know-how, directly or through a license or sublicense, or by any other means; financing of other enterprises.</p>	
1	Commercial name: Ahold Licensing (Switzerland)	
Instrument of Publication		
0	<i>Feuille Officielle Suisse du Commerce</i> [FOSC; Official Swiss Trade Journal]	
1	Communication to shareholders: letter, fax, telegram	

Ref.	Capital Shares		
	Nominal	Released	Shares
0	3,000,000 CHF	3,000,000 CHF	3000 shares of 1000 CHF, nominative
1	3,000,000 CHF	3,000,000 CHF	3000 shares of 1000 CHF, nominative, linked according to status

Ref.	Administration, Instrument of Review and persons with signatory authorization				
Reg.	Mod.	Del.	Last name, first name, origin, residence	Positions	Signature Mode
0		1	Meisser J. David, from Klosters-Serneus, in Klosters-Serneus	Adm. President	Group signature of 2
0			Dorsthorst Sandra I.M., from Netherlands, in Geneva	Adm. Vice President	Group signature of 2
0			Schulten Johannes E.M., from Netherlands, in Troinex	Adm.	Group signature of 2
0			DELOITTE AG, in Zurich	Reviewer	
1			Plaines Stéphanie, from Zurich, in Geneva	Adm. President	Group signature of 2

Ref.	JOURNAL	
	Number	Date
0	(prior)	HQ)

FOSC PUBLICATION	
Date	Page
01/09/2006	8

Ref.	JOURNAL		FOSC PUBLICATION	
	Number	Date	Date	Page
1	10859	08/22/2006		

Registration not yet published but approved by the Federal Office of the Trade Registry (art. 115, para. 2 ORC)

Geneva, August 23, 2006

[stamp:] Certified true copy
August 23, 2006
Delegated official
on behalf of
[signature]

[stamp:] Canton of Geneva
Trade Registry

End of excerpt

Only one certified true copy, signed and bearing the seal of the registry, is legally valid.