

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Koninklijke Ahold NV		10/13/2006	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Ahold Licensing SA		
Street Address:	2 Rue Jean-Petitot		
City:	Geneva		
State/Country:	SWITZERLAND		
Postal Code:	1204		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2767467	SHOPPING BUDDY	
CORRESPONDENCE DATA			
Fax Number:	(717)237-5300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		

OP \$40.00 2767467

NAME OF SUBMITTER:	Sue Heberlig
Signature:	/SueHeb/
Date:	10/19/2006
Total Attachments: 3 source=A852915#page1.tif source=A852915#page2.tif source=A852915#page3.tif	

TRANSFER OF INTELLECTUAL PROPERTY RIGHTS

THIS AGREEMENT is made and entered into by and between:

Koninklijke Ahold N.V., a public company with limited liability organized under the laws of the Netherlands, having its principal place of business at Piet Heinkade 167-173, 1019 GM, Amsterdam, the Netherlands (the "Assignor"),

and

Ahold Licensing SA, a company with limited liability duly incorporated, organized and existing under the laws of Switzerland, having its statutory seat in Geneva, Switzerland, having its registered office at Rue Jean-Petitot 2, 1204 Geneva, Switzerland (the "Assignee"),

WHEREAS

1. Assignor is the owner of the trademark and trademark registration for SHOPPING BUDDY as listed on the attached Schedule A;
2. Assignor has filed four patent applications for the invention entitled METHODS AND SYSTEMS FOR PROVIDING PERSONALIZED INFORMATION TO USERS IN A COMMERCIAL ESTABLISHMENT as listed on the attached Schedule A; and
3. Assignor has elected to transfer and assign any and all of its right, title, and interest in and to the trademark and the trademark registration and the invention as described in the patent 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 trademark and trademark registration, together with the goodwill of the business symbolized by the trademark and trademark registration, together with all claims for damages by reason of past infringement of said trademark, 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.

Assignor also hereby sells, assigns and transfers unto Assignee the invention as described in the patent applications and the Patents which may be granted therefor, and all divisions, reissues, continuations and extensions thereof, the said interest being the entire ownership of the said Patents when granted, to be held and enjoyed by the said Assignee, its successors, assigns or other legal representatives, to the full end of the term for which said Patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

IN WITNESS WHEREOF, the Assignor has executed this document on the 13 day of October 2006



KONINKLIJKE AHOLD N.V.



P.N. Wakke
Executive Vice President and
Chief Corporate Governance Counsel

Schedule A

TRADEMARK

<u>Country</u>	<u>Registration No.</u>
United States	2,767,467

PATENTS

<u>Country</u>	<u>Application No.</u>	<u>Filing Date</u>
United States	09/828,444	April 6, 2001
Europe	02721688.6	April 5, 2002
Czech Republic	2997-2003	April 5, 2002
Norway	20034442	April 5, 2002