

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ahold Licensing SA		03/30/2007	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA	
Name:	Koninklijke Ahold N.V.
Street Address:	Piet Heinkade 167-173
City:	Amsterdam
State/Country:	NETHERLANDS
Postal Code:	1019 GM
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Serial Number:	78867960	MONARCH FOODS
Serial Number:	78937511	MONARCH
Serial Number:	78937513	MONARCH "OUR HIGHEST QUALITY"

CORRESPONDENCE DATA	
Fax Number:	(717)260-1641
<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:	356/20802-0001
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DOMESTIC REPRESENTATIVE	
Name:	Michael A. Doctrow

OP \$90.00 78867960

Address Line 1: 100 Pine Street
Address Line 4: Harrisburg, PENNSYLVANIA 17108

NAME OF SUBMITTER:	Sue Heberlig
Signature:	/SueHeb/
Date:	04/19/2007

Total Attachments: 3
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 30th day of March 2007 by and between **Ahold Licensing SA** (the "Assignor"), a share company duly incorporated, organized and existing under the laws of Switzerland, having its registered office at Rue Jean-Petitot 2, 1204 Geneva, Switzerland, and **Koninklijke Ahold N.V.** (the "Assignee"), a public company with limited liability organized under the laws of the Netherlands, with registered seat in Zaandam (municipality of Zaanstad), the Netherlands, having its principal place of business at Piet Heinkade 167-173, 1019 GM, Amsterdam, the Netherlands.

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

WHEREAS Assignor has elected to transfer all of its right, title, and interest in and to those trademarks and 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, conveys, assigns, transfers and delivers unto Assignee and Assignee hereby accepts the entire right, title and interest in and to those trademarks and trademark registrations listed on Schedule A hereto, together with the goodwill of the business symbolized by the trademarks and 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.

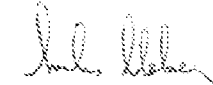
IN WITNESS WHEREOF, the parties hereto have set their hands and seals as of the day and year first above written.

AHOLD LICENSING SA



Name: Johannes E.M. Schulten
Title: Director

KONINKLIJKE AHOLD N.V.



Name: Sandra I.M. Dorsthorst
Title: Director



Name: Sandra I.M. Dorsthorst
Title: Director

SCHEDULE A

Trademark	Ser. No./Reg. No.
MONARCH FOODS	78/867,960
MONARCH	78/937,511
MONARCH "OUR HIGHEST QUALITY" and Lion Head Design	78/937,513