

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ahold Licensing SA		05/25/2007	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	S&S Brands, Inc.		
Street Address:	1007 Orange Street		
Internal Address:	Nemours Building, Suite 1410		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78820253	TAKING SHAPE	
Serial Number:	78820254	TAKING STEPS	
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:	356/21631-0001		
NAME OF SUBMITTER:	Sue Heberlig		
Signature:	/SueHeb/		

OP \$65.00 78820253

Date:

05/29/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 25th day of May, 2007 by and between Ahold Licensing SA (the "Assignor"), a Swiss corporation located at 2 Rue Jean-Petitot, Geneva, Switzerland CH-1204, and S&S Brands, Inc. (the "Assignee"), a Delaware corporation having its principal place of business at 1007 Orange Street, Nemours Building, Suite 1410, Wilmington, Delaware 19801.

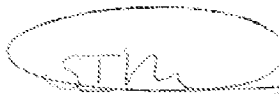
WHEREAS Assignor is the owner of the trademarks listed on Schedule "A" attached hereto; and

WHEREAS Assignor has elected to transfer all of its right, title, and interest in and to those trademarks to Assignee.

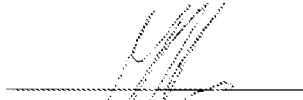
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, and transfers unto Assignee the entire right, title and interest in and to those trademarks listed on Schedule "A" hereto, together with the goodwill of the business symbolized by the trademarks, 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 Assignor has duly executed this document effective as of the day and year first above written.

AHOLD LICENSING SA



Name: Sandra Dorsthorst
Title: Director



Name: J. Schaubert
Title: Managing Director

SCHEDULE A

Pending Applications

Trademark

Application Number

TAKING SHAPE

78/820,253

TAKING STEPS

78/820,254