

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
The Stop & Shop Supermarket Company LLC		12/23/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Ahold Licensing Sarl		
Street Address:	2 Rue Jean-Petitot		
City:	Geneva		
State/Country:	SWITZERLAND		
Postal Code:	1204		
Entity Type:	LIMITED LIABILITY COMPANY: SWITZERLAND		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Serial Number:	86101457	PEAPOD	
Serial Number:	86101488		
Registration Number:	1922505	PEAPOD	
Registration Number:	2035762	SMART SHOPPING FOR BUSY PEOPLE	
Registration Number:	2286965	SMART SHOPPING FOR BUSY PEOPLE	
Registration Number:	2359019	THE POD	
Registration Number:	2359020	PEAPOD.COM	
Registration Number:	2359021	1-800-5-PEAPOD	
Registration Number:	2450388	PEAPOD	
Registration Number:	2471020	YOUR PERSONAL GROCER & MORE	
Registration Number:	2511327	PEAPOD	
Registration Number:	2538748	PEAPOD	
Registration Number:	3966051	PEAPOD MOBILE	
Registration Number:	3966052	PEAPOD IN YOUR POCKET	

TRADEMARK

CORRESPONDENCE DATA

Fax Number: 7172601641

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

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:

356/20852-0016

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Sue Heberlig

Signature:

/SueHeb/

Date:

02/21/2014

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 23rd day of December 2013 by and between **Stop & Shop Supermarket Company LLC** (the "Assignor"), a Delaware limited liability company located at 1007 Orange Street, Wilmington, Delaware 19801, and **Ahold Licensing Sarl** ("Assignee"), a Swiss limited liability company located at 2 Rue Jean-Petit, Geneva Switzerland CH-1204.

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

Pursuant to an Assignment Agreement executed by the parties hereto contemporaneously herewith, Assignor has elected to transfer all of its right, title, and interest in and to said 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, assigns, and transfers unto Assignee the entire right, title and interest in and to the 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 on the day and year first above written.

ASSIGNOR:

The Stop & Shop Supermarket Company LLC
a Delaware limited liability company

By: Thomas A. Hippler
Name: Thomas A. Hippler
Title: General Counsel & Secretary

LA

ASSIGNEE:

Ahold Licensing Sarl
a Swiss Company

By: Andy Nash
Name: Andy Nash
Title: president of the managing board

and

By: Gavin Jones
Name: Gavin Jones
Title: Manager



SCHEDULE A

Registered Marks

<u>Trademark</u>	<u>Registration Number</u>
PEAPOD	1,922,505
SMART SHOPPING FOR BUSY PEOPLE	2,035,762
SMART SHOPPING FOR BUSY PEOPLE	2,286,965
THE POD	2,359,019
PEAPOD.COM	2,359,020
1-800-5-PEAPOD	2,359,021
PEAPOD	2,450,388
YOUR PERSONAL GROCER & MORE	2,471,020
PEAPOD	2,511,327
PEAPOD	2,538,748
PEAPOD MOBILE	3,966,051
PEAPOD IN YOUR POCKET	3,966,052

Pending Applications

<u>Trademark</u>	<u>Application Number</u>
PEAPOD	86/101,457
Green Vehicle Design	86/101,488