

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 Americas Holdings, Inc.		04/25/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Ahold Monarch IP, Inc.
Street Address:	2711 Centerville Road
Internal Address:	Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	1385552	BETTER FOR YOU...NATURALLY
Registration Number:	1451067	BRITTANY
Registration Number:	1406017	CLAM DIGGERS
Registration Number:	2523329	COCINA DE CALIDAD
Registration Number:	2523330	COCINA DE CALIDAD
Registration Number:	2528329	COCINA DE CALIDAD
Registration Number:	2525904	COCINA DE CALIDAD
Registration Number:	2383694	HALTON FARMS
Registration Number:	2603719	HALTON FARMS EXPRESS!
Registration Number:	2584610	HALTON FARMS EXPRESS!
Registration Number:	0865854	HARRISON HOUSE
Registration Number:	0865855	HARRISON HOUSE
Registration Number:	0655597	

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Registration Number:	0865856	
Registration Number:	0652490	MONARCH
Registration Number:	0180174	MONARCH
Registration Number:	2532306	MONARCH ADVANTAGE
Registration Number:	0180558	MONARCH
Registration Number:	0178357	MONARCH
Registration Number:	0224367	MONARCH
Registration Number:	0652493	MONARCH
Registration Number:	1585912	MONARCH
Registration Number:	2532305	MONARCH HERITAGE
Registration Number:	1862957	MR. BUTLER
Registration Number:	1859059	MR. BUTLER
Registration Number:	1836955	PERFECTA
Registration Number:	2382872	PERFECTA
Registration Number:	2322852	POWER PAC II
Registration Number:	2337113	PRINCESS
Registration Number:	1446878	SANDLER FOODS
Registration Number:	1432470	SF SANDLER FOODS
Registration Number:	1469233	ST. JOHN'S
Registration Number:	0534231	SUNDAY DINNER
Registration Number:	0641503	SUNDAY DINNER
Registration Number:	1486613	SUNDAY DINNER
Registration Number:	1436413	THE MONARCH EDGE
Registration Number:	1446932	THERE'S MORE TO FOODSERVICE THAN JUST GOOD FOOD
Serial Number:	78867960	MONARCH FOODS
Serial Number:	78937511	MONARCH
Serial Number:	78937513	MONARCH "OUR HIGHEST QUALITY"

CORRESPONDENCE DATA

Fax Number: (717)260-1641
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:	21631-0010
NAME OF SUBMITTER:	Sue Heberlig
Signature:	/SueHeb/
Date:	04/27/2007
Total Attachments: 5 source=A935841#page1.tif source=A935841#page2.tif source=A935841#page3.tif source=A935841#page4.tif source=A935841#page5.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 25th day of April, 2007 by and between **Ahold Americas Holdings, Inc.** (the "Assignor"), a Delaware corporation located at 1007 Orange Street, Suite 1421, Wilmington, Delaware 19801 and **Ahold Monarch IP, Inc.** (the "Assignee"), a Delaware corporation located at 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808.

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.

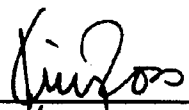
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, conveys, assigns, transfers and delivers unto Assignee and Assignee hereby accepts the entire right, title and interest in 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.

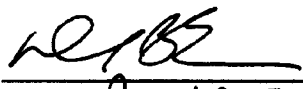
IN WITNESS WHEREOF, the parties hereto have set their hands and seals as of
the day and year first above written.

AHOLD AMERICAS HOLDINGS, INC.







AHOLD MONARCH IP, INC.














Name: Kimberly A. Ross
Title:


Name: David B. Eberhardt
Title: SVP & General Counsel

SCHEDULE A

Trademark	Ser. No./Reg. No.
BETTER FOR YOU...NATURALLY	RN:1,385,552
BRITTANY	RN:1,451,067
CLAM DIGGERS	RN:1,406,017
COCINA DE CALIDAD	RN:2,523,329
COCINA DE CALIDAD	RN:2,523,330
COCINA DE CALIDAD AND DESIGN 	RN:2,528,329
COCINA DE CALIDAD AND DESIGN 	RN:2,525,904
HALTON FARMS	RN:2,383,694
HALTON FARMS EXPRESS! (STYLIZED) 	RN:2,603,719
HALTON FARMS EXPRESS! (STYLIZED) 	RN:2,584,610
HARRISON HOUSE	RN:865,854
HARRISON HOUSE AND DESIGN 	RN:865,855
MISCELLANEOUS DESIGN 	RN:655,597

MISCELLANEOUS DESIGN 	RN:865,856
MONARCH	RN:652,490
MONARCH (STYLIZED) 	RN:180,174
MONARCH ADVANTAGE	RN:2,532,306
MONARCH AND DESIGN 	RN:180,558
MONARCH AND DESIGN 	RN:178,357
MONARCH AND DESIGN 	RN:224,367
MONARCH AND DESIGN 	RN:652,493
MONARCH AND DESIGN 	RN:1,585,912
MONARCH HERITAGE	RN:2,532,305
MONARCH FOODS	SN: 78/867,960
MONARCH	SN: 78/937,511
MONARCH "OUR HIGHEST QUALITY" and Lion Head Design	SN: 78/937,513
MR. BUTLER	RN:1,862,957
MR. BUTLER AND DESIGN	RN:1,859,059

	
PERFECTA	RN:1,836,955
PERFECTA	RN:2,382,872
POWER PAC II	RN:2,322,852
PRINCESS	RN:2,337,113
SANDLER FOODS	RN:1,446,878
SF SANDLER FOODS AND DESIGN 	RN:1,432,470
ST. JOHN'S	RN:1,469,233
SUNDAY DINNER	RN:534,231
SUNDAY DINNER	RN:641,503
SUNDAY DINNER (STYLIZED) 	RN:1,486,613
THE MONARCH EDGE	RN:1,436,413
THERE'S MORE TO FOODSERVICE THAN JUST GOOD FOOD	RN:1,446,932