

Intellectual Property Acquisition Opportunity

Jane Parker[®]



Introduction

Hilco Streambank has been retained by The Great Atlantic & Pacific Tea Company, Inc. (“A&P”) to market and sell its intellectual property and related assets (the “Assets”). A&P is currently operating as a Debtor in Possession under Chapter 11 in the United States Bankruptcy Court for the Southern District of New York (the “Bankruptcy Court”). Hilco Streambank is seeking interest from potential buyers of the intellectual property assets of Jane Parker[®].

Background

The Jane Parker[®] brand was well known for its holiday fruitcakes and its roots extend back to the 1930s. Jane Parker Bakery featured breads, pies, rolls and a wide variety of other baked goods. After going dormant for some time, the Jane Parker[®] brand was resurrected around the fruit cake product line popular around the holiday season. Jane Parker[®] branded fruit cake products are now widely distributed and can be found and purchased on a variety of online and in-store locations including JaneParker.com, Amazon and the company’s supermarkets.

Containing such ingredients as nuts, citron, orange peel, and maraschino cherries, Jane Parker Fruit Cakes come in light or dark cakes, in loaf or ring shape and in a choice of a traditional box or a holiday tin. Online, the items range in price from \$17.99 for a 16-ounce dark fruit cake to \$31.99 for a 72-ounce light fruit cake.

FY2014 revenues for the Jane Parker[®] brand were approximately \$265 thousand.

Trademarks

Jane Parker[®] is a registered trademark in the United States in Class 30 (bakery products).

Website and Domains

The Company also owns the www.JaneParker.com domain name and related website.

Sale Process

An online data room has been constructed where parties under confidentiality agreement can review assembled diligence information. Parties wishing to submit a bid for the Jane Parker[®] intellectual property assets must contact Hilco Streambank.



For further requests and diligence information please contact the following Hilco Streambank representatives.

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