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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

M&G <u>8442.230US01</u>		
To the Honorable Commissioner of Patents and Trademarks: Plea	se record the attached original documents or copy thereof.	
Name of conveying party(ies):	2. Name and address of receiving party(ies):	
SUPERVALU Holdings, Inc.	W. Newell & Co., LLC	
OOI DRVI EEO TISIOMIST,	11840 Valley View Road	
	· · · · · · · · · · · · · · · · · · ·	
	Eden Prairie, MN 55344-3691	
Individuals General Partnership Corporation-State of Delaware Other:		
Additional name(s) of conveying party(ics) attached? Yes No		
3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other:	Individual(s) citizenship General Partnership Corporation-State of Other: Delaware limited liability company Association Limited Partnership	
Execution Date: March 9, 2005	If assignce is not domiciled in the United Status, a domestic representative designation is attached:	
	☐ Yes ☐ No	
	(Designations must be separate document from Assignment)	
	Additional name(s) & address(es) attached? Yes No	
4. Application number(s) or trademark number(s):		
A. Trademark Application No.(s)/ Mark(s) B. Trademark Reg. No.(s)/Mark(s)		
78/574,398 (W. NEWELL & CO. FRESH THINKING SINCE 1937 and Design)		
Additional numbers attached? 🗀 Yes 🔯 No		
5. Name and address of party to whom correspondence	6. Total number of applications and trademarks involved: One (1)	
concerning document should be mailed:	F F 15 (05 000 0 14)	
Name: Scott W. Johnston	7. Total fee (37 CFR 3.41): \$40.00	
Address: MERCHANT & GOULD P.C.	Authorized to be charged to deposit account	
P.O. Box 2910	<u> </u>	
Minneapolis, MN 55402-0910	8. Please charge any additional fees or credit any	
1VIIIIII capon 3, 1/11 55 102 05 10	overpayments to our Deposit account number: 13-2725	
DO NOT USE THIS SPACE		
9. Signature:		
J. 5.62		
C. ~(March 14, 2005	
Scott W. Johnston		
Name of Person Signing Signature Date		
Total number of pages including cover sheet, attachments, and document: Two (2)		
100		

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissance of Patent & Trademarks, Box Assignments

Director of the United States Patent and Trademark Office
Washington, D.C. 20231

TRADEMARK REEL: 003065 FRAME: 0440 FROM-Merchant & Gould

4-05

TRADEMARK ASSIGNMENT

WHEREAS, SUPERVALU Holdings, Inc. (hereinafter "Assignor"), a Delaware corporation having a principal place of business at 11840 Valley View Road, Eden Prairie, Minnesota 55344-3691, is the record owner of U.S. Trademark Application Serial No. 78/574,398 filed on February 24, 2005 for the following mark:



WHEREAS, W. Newell & Co., LLC (hereinafter Assignee"), a Delaware limited liability company having a principal place of business at 11840 Valley View Road, Eden Prairie, Minnesota 55344-3691, the successor to the portion of Assignor's business to which the mark pertains, is desirous of acquiring all right, title and interest in and to said registered United States trademark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in the United States in and to said trademark, said trademark application and any common law rights to said mark, together with the goodwill and other incidents of its business associated with or symbolized by said trademark.

ncidents of its business associated with or symbolized by said trademark.		
EXECUTED this	_day of March,	2005.
	SUPERVALU HOLDI	NGS, INC.
	By: falos	W.T.
	Printed Name: Stephe	1 P. Kilgriff
	Title: Vice Presid	ent
STATE OF MINNESOTA)) ss.)	

Nøtary Public

JENNIFER JO OTTO
NOTARY PUBLIC-MININESOTA
Ny Cortesignion Expires Jan. \$1, 3819
RECORDED: 03/14/2005

MC-1

Subscribed and sworn to before me a Notary Public, this

, 2005.

My Commission Expires // 3//3/07

TRADEMARK REEL: 003065 FRAME: 0441