

FORM PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
M&G **8442.230US01**

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
  
SUPERVALU Holdings, Inc.

Individuals                       Association  
 General Partnership           Limited Partnership  
 Corporation-State of Delaware  
 Other: \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):  
  
W. Newell & Co., LLC  
11840 Valley View Road  
Eden Prairie, MN 55344-3691

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement           Change of Name  
 Other: \_\_\_\_\_

Execution Date: March 9, 2005

Individual(s) citizenship                       Association  
 General Partnership                               Limited Partnership  
 Corporation-State of \_\_\_\_\_  
 Other: Delaware limited liability company

If assignee is not domiciled in the United States, 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)  
  
78/574,398 (W. NEWELL & CO. FRESH  
THINKING SINCE 1937 and Design)

B. Trademark Reg. No.(s)/Mark(s)

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Scott W. Johnston  
 Address: MERCHANT & GOULD P.C.  
 P.O. Box 2910  
 Minneapolis, MN 55402-0910


6. Total number of applications and trademarks involved: One (1)

7. Total fee (37 CFR 3.41): \$40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

DO NOT USE THIS SPACE

9. Signature:  
  
Scott W. Johnston  
Name of Person Signing



Signature

March 14, 2005  
Date

Total number of pages including cover sheet, attachments, and document: Two (2)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Director of the United States Patent and Trademark Office  
Washington, D.C. 20231

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