

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Super Chill Beverage Group, Inc.		07/14/2006	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SUPERVALU INC.		
<b>Street Address:</b>	11840 Valley View Road		
<b>City:</b>	Eden Prairie		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55344-3691		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76329694	SUPER-CHILL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(612) 332-5300		
<b>Email:</b>	sjohnston@merchantgould.com, slindemeier@merchantgould.com		
<b>Correspondent Name:</b>	Merchant & Gould P.C.		
<b>Address Line 1:</b>	P.O. Box 2910		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402-9944		
<b>ATTORNEY DOCKET NUMBER:</b>	8442.16US04		
<b>NAME OF SUBMITTER:</b>	Scott W. Johnston		
<b>Signature:</b>	/SWJ/		
<b>Date:</b>	09/20/2006		

CH 76329694 \$40.00

Total Attachments: 1  
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EXHIBIT A

TRADEMARK ASSIGNMENT

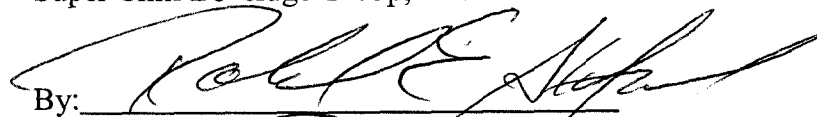
WHEREAS, Super Chill Beverage Group, Inc. ("SCBG"), a New Jersey corporation located at 66 Witherspoon Street, Suite 338, Princeton, NJ 08542, is the record owner of U.S. App. Ser. No. 76-329,694 for the mark SUPER-CHILL for beverages, namely non-carbonated, fruit drinks containing water.

WHEREAS, SUPERVALU INC. ("SUPERVALU"), a Delaware corporation located at 11840 Valley View Road, Eden Prairie, MN 55344-3691 is desirous of acquiring all right, title and interest in and to said application, the SUPER-CHILL mark, goodwill, and common law rights relating to the mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, SCBG has sold, assigned and transferred, and by these presents does hereby sell, assign, and transfer unto SUPERVALU, its successors or assigns, its entire right, title and interest in and to the trademark SUPER-CHILL, including all common law trademark or trade name rights in said mark, the application for the mark SUPER-CHILL, App. Ser. No. 76-329,694, all the goodwill and other incidents of its business associated with or symbolized by said trademark, and the right to recover and have damages and profits for past infringement, if any.

Super Chill Beverage Group, Inc.

Date: 7/14/2006

By: 

Printed Name: ROLAND F. STEHARDS

Title: V.P.