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
John F. Paino		11/07/2005	INDIVIDUAL: UNITED STATES
Robert Bergwall		11/07/2005	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	United Natural Foods, Inc.	
Street Address:	260 Lake Road	
City:	Dayville	
State/Country:	CONNECTICUT	
Postal Code:	06241	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78443407	PRIMACOTTA

CORRESPONDENCE DATA

Fax Number: (401)273-4447

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 401-273-4446
Email: cmb@barjos.com

Correspondent Name: Cynthia Branca, Barlow, Josephs & Holmes

Address Line 1: 101 Dyer Street, 5th Floor

Address Line 4: Providence, RHODE ISLAND 02903

ATTORNEY DOCKET NUMBER:	U10T2267US
NAME OF SUBMITTER:	Cynthia M. Branca
Signature:	/cynthia m. branca/
Date:	03/02/2007
r	TRADEMARK

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Total Attachments: 1

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Assignment of Trademark

WHEREAS, John F. Paino and Robert Bergwall, acting as a general partnership (the "Assignor"), is the exclusive owner of the entire right, title, and interest in and to the United States Trademark "PRIMACOTTA," Serial Number 78443407, the application for which was filed on June 29, 2004;

WHEREAS, United Natural Foods, Inc., a corporation duly organized and existing under the laws of the State of Delaware, for the benefit of itself, its successors and assigns (the "Assignee"), wishes to acquire said entire right, title, and interest therein;

NOW WITNESSETH, that for and in consideration of the sum of one (\$1) dollar and other valuable consideration paid unto the Assignor by the Assignee, the receipt of which in full is hereby acknowledged, the Assignor has sold, assigned, and transferred and by these presents does sell, assign, and transfer to the Assignee, its entire right, title, and interest in and to said trademark application together with the good will of the business symbolized by said trademark;

The same to be held and enjoyed by the Assignee, to the full end of the term of said trademark, and any reissues, renewals, or extensions thereof, as are or may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor had this assignment not been made.

And for the hereinbefore mentioned consideration, the Assignor hereby sells, assigns, and transfers unto the Assignee all claims and demands, both at law and in equity, that the Assignor has or may have for damages which may accrue; and the Assignor hereby authorizes and empowers the Assignee to sue for and collect the same, using the Assignor's name as party plaintiff.

IN TESTIMONY WHEREOF, the Assignor has caused the names of its general partners to be signed on the _____ day of _______, 2005.

JOSEPH P. WILLIAMS

NOTARY PURILE. Commonwealth of Massac cages My Commission 6x222

RECORDED: 03/02/2007

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