

**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>
Winery Exchange, Inc.		12/22/2009	CORPORATION: CALIFORNIA
<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: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77660697	GOATS TRAIL	
<b>Registration Number:</b>	3693352	PACIFIC FLYWAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(952)828-4403		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	952-828-4360		
<b>Email:</b>	IPLegalTeam@Supervalu.com		
<b>Correspondent Name:</b>	Michael J. Blum		
<b>Address Line 1:</b>	11840 Valley View Road		
<b>Address Line 4:</b>	Eden Prairie, MINNESOTA 55344-3691		
<b>NAME OF SUBMITTER:</b>	Karrie Hitchcock		
<b>Signature:</b>	/Karrie Hitchcock/		
<b>Date:</b>	12/29/2009		
Total Attachments: 1			

OP \$65.00 77660697

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**TRADEMARK  
 REEL: 004121 FRAME: 0866**



U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Winery Exchange, Inc. ("Assignor")**, a California corporation, hereby conveys, transfers and assigns to **SUPERVALU INC. ("Assignee")**, a Delaware corporation, effective as of the date hereof, all right, title and interest in the United States in and to the names and trademarks PACIFIC FLYWAY (including the U.S. Trademark Registration No. 3693352 therefor) and GOATS TRAIL (including the U.S. Trademark Application No. 77660697 therefor), and the goodwill of the business connected with the use of, and symbolized by, the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

Winery Exchange, Inc. represents and warrants that it owns the above-identified federal trademark registration and application and that, to the best of its knowledge, there are no allegations of infringement of the names and trademarks PACIFIC FLYWAY or GOATS TRAIL.

Assignor agrees to execute any further documents as Assignee may reasonably request in order to effect this Assignment.

WINERY EXCHANGE, INC.

By: 

Name: Oliver P. Colvin

Title: SVP of General Counsel

Date: 22 Dec. 2009