

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
Supervalu Holdings, Inc.		05/20/2010	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Remke Markets Incorporated		
Street Address:	1299 Cox Avenue		
City:	Erlanger		
State/Country:	KENTUCKY		
Postal Code:	41018		
Entity Type:	CORPORATION: KENTUCKY		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3279996	BIGG'S	
Registration Number:	1573957	BIGG'S	
Registration Number:	1572550	BIGG'S	
Registration Number:	3291817	BIGG'S DELI ON DEMAND	
Registration Number:	2917256	BIGG'S PHARMACY	
CORRESPONDENCE DATA			
Fax Number:	(513)241-4551		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5132414110		
Email:	ahartman@dbllaw.com		
Correspondent Name:	Alan J. Hartman		
Address Line 1:	441 Vine Street		
Address Line 2:	Suite 3500		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Alan J. Hartman		

OP \$140.00 3279996

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**TRADEMARK
 REEL: 004248 FRAME: 0117**

Signature:	/alan j hartman/
Date:	07/26/2010
Total Attachments: 4 source=Deed of Assignment#page1.tif source=Deed of Assignment#page2.tif source=Deed of Assignment#page3.tif source=Deed of Assignment#page4.tif	

TRADEMARK DEED OF ASSIGNMENT

Reference is made to the Asset Purchase Agreement (the "Agreement"), and all the definitions contained therein, dated the 20th day of May, 2010 between SUPERVALU INC. and SUPERVALU Holdings, Inc., and REMKE MARKETS INCORPORATED (hereinafter "Buyer").

Effective as of the Last Closing Date, SUPERVALU Holdings, Inc. (hereinafter "Seller") hereby sells, assigns, transfers and sets over to Buyer the entire right, title and interest of Seller in and to certain intellectual property rights consisting of the trade names, symbols, logos, service marks, trademarks, and other intellectual property rights (e.g., domain names) that include the "bigg's" name currently or historically used in connection with the sale, offering for sale, advertising, promotion, operation, and ownership of bigg's retail grocery stores and related goods consistent with past practices, as set forth on attached Schedule A (collectively, the "Trademarks"), together with the goodwill of the business in connection with which the Trademarks are used, and all registrations and applications therefore in the United States, including any renewals of the registrations that are or may be secured under the laws of the United States, now or hereafter in effect, for Buyer's own use and enjoyment, and for the use and enjoyment of Buyer's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Seller if the Agreement had not been made; together with all income, royalties or payments due or payable on the Last Closing Date or thereafter, including without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademarks, with the right to sue for or collect the same for Buyer's own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives.

Seller shall provide Buyer and its successors, assigns or other legal representatives, cooperation and assistance at Buyer's request and expense, including the execution and delivery of affidavits, declarations, oaths, exhibits, assignments, powers of attorney or other documentation as may be reasonably required: (i) in the preparation and prosecution of any applications for registration or any applications for renewal of a registration governing the Trademarks; (ii) in the prosecution or defense of any opposition, infringement or other proceedings that may arise in connection with the Trademarks, including testifying as to any facts relating to the Trademarks assigned herein and this Assignment; and (iii) in the implementation or perfection of this Assignment.

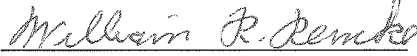
IN WITNESS WHEREOF, the parties have caused their duly authorized representatives to execute this Assignment as of the date first above written.

SUPERVALU Holdings, Inc.

By:  _____

Name: **John P. Breedlove** PL
Title: **Vice President**

REMKE MARKETS INCORPORATED

By:  _____

Name:
Title:

Schedule A

Schedule A

Trademark	Owner	Application No	Application Date	Registration No	Registration Date	Next Renewal Due
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BIGG'S

BIGG'S	SUPERVALU Holdings, Inc.	78971723	Sep 11 2006	3279996	Aug 14 2007	Aug 14 2017
	Classes	Goods/Services				
	35	Retail liquor store services				

BIGG'S	SUPERVALU Holdings, Inc.	73763378	Nov 14 1988	1573957	Dec 26 1989	Dec 26 2019
	Classes	Goods/Services				
	42	RETAIL GROCERY AND GENERAL MERCHANDISE STORE SERVICES				

BIGG'S	SUPERVALU Holdings, Inc.	73763368	Nov 14 1988	1572550	Dec 19 1989	Dec 19 2019
	Classes	Goods/Services				
	42	RETAIL GROCERY AND GENERAL MERCHANDISE STORE SERVICES				

BIGG'S DELI ON DEMAND













BIGG'S DELI ON DEMAND	SUPERVALU Holdings, Inc.	78710203	Sep 9 2005	3291817	Sep 11 2007	Sep 11 2017
	Classes	Goods/Services				
	35	Retail delicatessen services				

BIGG'S PHARMACY

BIGG'S PHARMACY	SUPERVALU Holdings, Inc.	78272663	Jul 10 2003	2917256	Jan 11 2005	Jan 11 2015
	Classes	Goods/Services				
	35	Retail pharmacy services				

TM Administrator 5 records - END OF REPORT

IPPO WebTMS: printed Mar 4 2010 21:32

Domain Name		Expires		Status
<u>BIGGS.COM</u>		12/14/2010		Active
<u>BIGGSFOOD.COM</u>		8/11/2010		Active
<u>BIGGSHYPER.COM</u>		5/14/2010		Active
<u>BIGGSPHARMACIES.COM</u>		1/2/2011		Active
<u>BIGGSPHARMACY.BIZ</u>		1/1/2011		Active
<u>BIGGSPHARMACY.COM</u>		9/22/2010		Active

Discoversomethingbiggs.com

In addition to the above, the Trademarks includes all trademarks, trade names, service marks and other intellectual property rights (e.g., domain names) which include the term bigg's whether or not owned at common law or state or Federally registered with the U.S. Patent and Trademark Office, currently or historically used in connection with the sale, offering for sale, advertising, promotion, operation and ownership of bigg's retail grocery stores and related goods consistent with past practices.