

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
Shaw's Supermarkets, Inc.		10/26/2010	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	SUPERVALU INC.		
Street Address:	11840 Valley View Road		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3142160	DUCKLINGS	
Registration Number:	2056158	WILD HARVEST	
Registration Number:	3138351	WILD HARVEST	
CORRESPONDENCE DATA			
Fax Number:	(952)828-4403		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	952-828-4360		
Email:	IPLegalTeam@Supervalu.com		
Correspondent Name:	Michael J. Blum		
Address Line 1:	11840 Valley View Road		
Address Line 4:	Eden Prairie, MINNESOTA 55344		
NAME OF SUBMITTER:	Karrie M. Hitchcock		
Signature:	/Karrie M. Hitchcock/		

OP \$90.00 3142160

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**TRADEMARK
 REEL: 004304 FRAME: 0380**

Date:

10/26/2010

Total Attachments: 1

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U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Shaw's Supermarkets, Inc.** ("Assignor"), a Massachusetts 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 DUCKLINGS (including the U.S. Trademark Registration No. 3,142,160 therefor), WILD HARVEST (including the U.S. Trademark Registration No. 2,056,158 therefor) and WILD HARVEST (including the U.S. Trademark Registration No. 3,138,351 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.

Shaw's Supermarkets, Inc. represents and warrants that it owns the above-identified federal trademark registrations and that, to the best of its knowledge, there are no allegations of infringement of the names and trademarks DUCKLINGS or WILD HARVEST.

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

SHAW'S SUPERMARKETS, INC.

By:  _____

Name: **John P. Breedlove** _____

Title: **Vice President** _____

Date: **October 26, 2010** _____