

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
Vina Santa Carolina S.A.		11/03/2010	COMPANY: CHILE
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: 1			
Property Type	Number	Word Mark	
Registration Number:	3864739	FINCA EL ORIGEN	
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 Hitchcock	
Signature:		/Karrie Hitchcock/	
Date:		11/11/2010	
Total Attachments: 1 source=FINCAORIGEN-ASSIGNMENT#page1.tif			

OP \$40.00 3864739

U.S. TRADEMARK ASSIGNMENT

FOR VALUE RECEIVED, the receipt and sufficiency of which are hereby acknowledged, Viña Santa Carolina S.A. ("Assignor") a Chilean company, hereby sells, transfers, assigns and conveys to SUPERVALU INC., a Delaware corporation ("Assignee"), effective as of the date thereof, all right, title and interest in the United States in and to the name and trademark **FINCA EL ORIGEN** (including the U.S. Trademark Registration No. 3,864,739 therefore), and the goodwill 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.

Viña Santa Carolina S.A. represents and warrants that it has clear and unencumbered title to the above-identified federal registration and that it has the full right to convey the entire right, title and interest herein conveyed.

Assignor agrees to cooperate, at Assignee's expense, with Assignee or any successor thereof by executing and delivering any documents that may be necessary to protect, preserve or perfect Assignee's rights in the above-identified federal registration. This Trademark Assignment shall inure to the benefit of Assignee, its successors and assigns, and be binding upon Assignor, its successors and assigns.

This Trademark Assignment is made this 3 day of November, 2010.

Viña Santa Carolina S.A.
A Chilean company

By: _____

Name: _____

[Handwritten Signature]
JOAQUIN GONZALEZ E.
LEGAL REPRESENTATIVE
VIÑA SANTA CAROLINA S.A.