

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
American Stores Company, LLC		02/14/2013	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	SUPERVALU INC.
Street Address:	7075 Flying Cloud Drive
Internal Address:	Legal Department
City:	Eden Prairie
State/Country:	MINNESOTA
Postal Code:	55344
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	0848743	FARM STAND
Registration Number:	2499262	FARMSTAND
Registration Number:	1986793	LANCASTER BRAND MAKES THE MEAL
Registration Number:	2229000	PIER 14
Registration Number:	2319903	VILLAGE MARKET

CORRESPONDENCE DATA

Fax Number: 9528284403
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (952) 996-8034
 Email: IPLegalTeam@Supervalu.com
 Correspondent Name: Jennifer Otto
 Address Line 1: 7075 Flying Cloud Drive
 Address Line 2: Legal Department

OP \$140.00 0848743

Address Line 4: Eden Prairie, MINNESOTA 55344

NAME OF SUBMITTER: Jennifer Otto

Signature: /Jennifer Otto/

Date: 02/28/2013

Total Attachments: 2

source=Trademark Assignment - American_2013021308574861#page1.tif

source=Trademark Assignment - American_2013021308574861#page2.tif

TRADEMARK ASSIGNMENT


WHEREAS, American Stores Company, LLC, a Limited Liability Company organized under the laws of the State of Delaware (hereinafter "Assignor"), having a principal place of business at 250 E. Parkcenter Blvd., Boise, ID 83706 is the record owner of the United States trademarks and registrations listed in Appendix A.

WHEREAS, SUPERVALU INC., a corporation of Delaware, having a principal place of business at 7075 Flying Cloud Drive, Eden Prairie, MN 55344 is desirous of acquiring all right, title and interest in and to said registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest in and to said trademarks and said trademark registrations, together with the goodwill and other incidents of its business associated with or symbolized by said trademarks effective on the date of the execution of this Agreement.

Date: 2/14/13

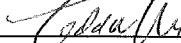
American Stores Company, LLC

By: 
John Boyd
Vice President and Treasurer

jjol/hk

Date: 2/14/13

SUPERVALU INC.

By: 
Todd Sheldon
Senior Vice President and Secretary

jjol/hk

APPENDIX A

<u>Mark</u>	<u>Reg./Ser. No.</u>	<u>Class</u>	<u>Status</u>	<u>Country</u>
FARM STAND	0848743	31	Registered	USA
FARMSTAND	2499262	35	Registered	USA
LANCASTER BRAND MAKES THE MEAL	1986793	42	Registered	USA
PIER 14	2229000	29, 35	Registered	USA
VILLAGE MARKET	2319903	29	Registered	USA