

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
New Albertson's, Inc.		02/14/2013	CORPORATION: OHIO

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: 41

Property Type	Number	Word Mark
Registration Number:	2144905	BABY BASICS
Registration Number:	3284349	BASICS FOR KIDS
Registration Number:	3662314	BASICS FOR KIDS
Registration Number:	2142810	CLEAR EXCELLENCE
Registration Number:	3420176	COCKTAILS 1-2-3
Registration Number:	3687017	COCKTAILS 1-2-3
Registration Number:	2887198	DON VIEJO
Registration Number:	4227545	ENJOYMENT ON THE FLY
Registration Number:	3177770	EQUALINE
Registration Number:	1993123	FROST
Registration Number:	1870706	FROSTED FRUITY
Registration Number:	2011671	GOLDEN AGAVE
Registration Number:	2896690	GOLDEN GATE VINTNERS

OP \$1040.00 2144905

Registration Number:	3934926	HOMELIFE
Registration Number:	3419744	HOMELIFE
Registration Number:	3459366	HOMELIFE
Registration Number:	2798490	JENICA PEAK
Registration Number:	2994340	KANGA RESERVE
Registration Number:	3004749	METOLIUS
Registration Number:	3050766	METOLIUS
Registration Number:	1989088	MIGHTY
Registration Number:	2042492	O CONNOR'S
Registration Number:	3271413	O'CONNOR'S
Registration Number:	2798492	ORIGIN
Registration Number:	3024541	ORIGINE
Registration Number:	3370984	PUNICA
Registration Number:	2895425	Q
Registration Number:	3186570	RJ KING WINGWALKER
Registration Number:	2005834	RON VICARO
Registration Number:	2680991	SIX
Registration Number:	2043756	SOFT CHOICE
Registration Number:	2916507	SOUR SNAP
Registration Number:	2222050	THE AMAZING EGG
Registration Number:	3113142	THE FRENCHHOUSE
Registration Number:	3363012	THEO P
Registration Number:	2518550	TIMBERWOOD
Registration Number:	3402460	VILLA VENTO
Registration Number:	2181722	WHISPER SOFT
Registration Number:	2469959	WHISPER SOFT IMAGES
Serial Number:	76260958	I.D.
Serial Number:	85457095	METOLIUS RIVER ALES

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

TRADEMARK
REEL: 004971 FRAME: 0790

Address Line 2: Legal Department
Address Line 4: Eden Prairie, MINNESOTA 55344

NAME OF SUBMITTER:	Jennifer Otto
Signature:	/Jennifer Otto/
Date:	02/28/2013

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, New Albertson's, Inc., a Corporation organized under the laws of the State of Ohio (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

New Albertson's, Inc.

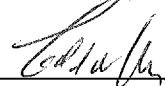
By: 

John Boyd
Vice President and Treasurer

JJO/1/13

Date: 2/14/13

SUPERVALU INC.

By: 

Todd Sheldon
Senior Vice President and Secretary

JJO/1/13

APPENDIX A

<u>Mark</u>	<u>Reg./Ser. No.</u>	<u>Class</u>	<u>Status</u>	<u>Country</u>
BABY BASICS	2144905	3	Registered	USA
BASICS FOR KIDS	3284349	5	Registered	USA
BASICS FOR KIDS	3662314	16	Registered	USA
CLEAR EXCELLENCE	2142810	32	Registered	USA
COCKTAILS 1-2-3	3420176	35	Registered	USA
COCKTAILS 1-2-3	3687017	30	Registered	USA
DON VIEJO	2887198	33	Registered	USA
ENJOYMENT ON THE FLY	4227545	32	Registered	USA
EQUALINE	3177770	3, 5, 8, 10, 21, 25	Registered	USA
FROST	1993123	33	Registered	USA
FROSTED FRUITY	1870706	30	Registered	USA
GOLDEN AGAVE	2011671	33	Registered	USA
GOLDEN GATE VINTNERS	2896690	33	Registered	USA
HOMELIFE	3934926	1, 3, 4, 5, 6, 8, 16, 20, 21	Registered	USA
HOMELIFE	3419744	1, 4, 9, 11, 16, 17, 21, 34	Registered	USA
HOMELIFE	3459366	1, 3, 4, 5, 11, 16, 18, 20, 21, 22	Registered	USA
I.D.	76260958	3, 4	Pending	USA
JENICA PEAK	2798490	33	Registered	USA
KANGA RESERVE	2994340	33	Registered	USA
METOLIUS	3004749	32	Registered	USA
METOLIUS	3050766	32	Registered	USA
METOLIUS RIVER ALES	85457095	32	Pending	USA

Mark	Reg./Ser. Number	Class	Status	Country
MIGHTY	1989088	16	Registered	USA
O CONNOR'S	2042492	33	Registered	USA
O'CONNOR'S	3271413	33	Registered	USA
ORIGIN	2798492	33	Registered	USA
ORIGINE	3024541	33	Registered	USA
PUNICA	3370984	33	Registered	USA
Q	2895425	33	Registered	USA
RJ KING WINGWALKER	3186570	32	Registered	USA
RON VICARO	2005834	33	Registered	USA
SIX	2680991	33	Registered	USA
SOFT CHOICE	2043756	16	Registered	USA
SOUR SNAP	2916507	33	Registered	USA
THE AMAZING EGG	2222050	29	Registered	USA
THE FRENCHHOUSE	3113142	33	Registered	USA
THEO P	3363012	33	Registered	USA
TIMBERWOOD	2518550	33	Registered	USA
VILLA VENTO	3402460	33	Registered	USA
WHISPER SOFT	2181722	16	Registered	USA
WHISPER SOFT IMAGES	2469959	16	Registered	USA