

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| | | | |
|---|--|---|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| W. Newell & Co., LLC | | 03/21/2013 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | GOLDMAN SACHS BANK USA, as Administrative and Collateral Agent | | |
| Street Address: | 30 Hudson Street | | |
| Internal Address: | 5th Floor | | |
| City: | Jersey City | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07302 | | |
| Entity Type: | Bank: UNITED STATES | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3304064 | FROM FIELD TO FIRST BITE | |
| Registration Number: | 3162281 | THE W. NEWELL ADVANTAGE | |
| Registration Number: | 3118368 | W. NEWELL & CO. FRESH THINKING SINCE 1937 | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2127514864 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 212-906-1200 | | |
| Email: | angela.amaru@lw.com | | |
| Correspondent Name: | Angela M. Amaru c/o Latham & Watkins LLP | | |
| Address Line 1: | 885 Third Avenue | | |
| Address Line 2: | Suite 1000 | | |
| Address Line 4: | New York, NEW YORK 10022 | | |
| ATTORNEY DOCKET NUMBER: | 049646-0106 | | |

CH \$90.00 3304064

| | |
|---|---------------------|
| NAME OF SUBMITTER: | Angela M. Amaru |
| Signature: | /s/ Angela M. Amaru |
| Date: | 03/25/2013 |
| Total Attachments: 22 source=SVU Trademark Security Agreement.049646-0106#page1.tif source=SVU Trademark Security Agreement.049646-0106#page2.tif source=SVU Trademark Security Agreement.049646-0106#page3.tif source=SVU Trademark Security Agreement.049646-0106#page4.tif source=SVU Trademark Security Agreement.049646-0106#page5.tif source=SVU Trademark Security Agreement.049646-0106#page6.tif source=SVU Trademark Security Agreement.049646-0106#page7.tif source=SVU Trademark Security Agreement.049646-0106#page8.tif source=SVU Trademark Security Agreement.049646-0106#page9.tif source=SVU Trademark Security Agreement.049646-0106#page10.tif source=SVU Trademark Security Agreement.049646-0106#page11.tif source=SVU Trademark Security Agreement.049646-0106#page12.tif source=SVU Trademark Security Agreement.049646-0106#page13.tif source=SVU Trademark Security Agreement.049646-0106#page14.tif source=SVU Trademark Security Agreement.049646-0106#page15.tif source=SVU Trademark Security Agreement.049646-0106#page16.tif source=SVU Trademark Security Agreement.049646-0106#page17.tif source=SVU Trademark Security Agreement.049646-0106#page18.tif source=SVU Trademark Security Agreement.049646-0106#page19.tif source=SVU Trademark Security Agreement.049646-0106#page20.tif source=SVU Trademark Security Agreement.049646-0106#page21.tif source=SVU Trademark Security Agreement.049646-0106#page22.tif | |

GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

This Grant of Security Interest in United States Trademarks, dated as of March 21, 2013, (this "Grant") is made by each of the undersigned grantors (individually, a "Grantor," and, collectively, the "Grantors") in favor of GOLDMAN SACHS BANK USA, in its capacity as Administrative and Collateral Agent for the Credit Parties (in such capacity, the "Grantee").

Whereas, SUPERVALU INC., a Delaware corporation (the "Borrower"), and the Grantors entered into that certain Term Loan Security Agreement dated as of March 21, 2013 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement");

Whereas, this Grant is made to secure the satisfactory performance and payment of all of the Secured Obligations of the Grantors, as such term is defined in the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, each Grantor hereby confirms and reaffirms the prior grant of security interest, and hereby pledges and grants to Grantee, a lien on and security interest in (a) all of such Grantor's right, title and interest in, to and under, all trademarks (including service marks), slogans, logos, certification marks, trade dress, uniform resource locations (URLs), domain names, corporate names and trade names, whether registered or unregistered, owned by or assigned to such Grantor and all registrations and applications for the foregoing (whether statutory or common Law and whether established or registered in the United States or any other country or group of countries or any political subdivision thereof), including, without limitation, the registrations and applications set forth on Schedule A attached hereto (the "Marks"), (b) all rights and privileges arising under applicable law with respect to such Grantor's use of any Marks, (c) all reissues, extensions, continuation and renewals thereof, (d) income, fees, royalties, damages and payments now and hereafter due and/or payable thereunder and with respect thereto, including, without limitation, damages, claims and payments for past, present or future infringements thereof, (e) all of the Goodwill associated with any of the foregoing, (f) rights corresponding thereto throughout the world and (g) rights to sue for past, present and future infringements thereof (collectively, the "Trademark Collateral").

Notwithstanding anything to the contrary contained in this Grant, the security interest created by this Grant shall not extend to any trademark or servicemark applications that have been filed with the U.S. Patent and Trademark Office on the basis of an "intent-to-use" with respect to such trademarks or servicemarks, unless and until a statement of use or amendment to allege use is filed or any other filing is made or circumstances otherwise change so that the interests of the Grantor in such trademarks in no longer on an "intent-to-use" basis, at which time such trademarks and servicemarks shall automatically and without further action by the parties be subject to the security interests and liens granted by such Grantor to Grantee.

Acknowledgement. The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern. Subject to the terms and provisions of the Security Agreement and the security interest granted herein, unless and until an Event of Default shall occur and be continuing, the Grantors shall retain the legal and equitable title to the Trademark Collateral, and shall have the right to use and register the Trademark Collateral in the ordinary course of the business of the Grantors.

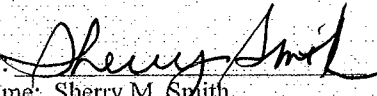
GOVERNING LAW. THIS GRANT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, WITHOUT GIVING EFFECT TO PRINCIPLES OF CONFLICTS OF LAWS THEREOF.

Counterparts. This Grant may be executed in any number of counterparts (and by the different parties hereto on separate counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Grant, or of any amendment or waiver of any provision of this Grant, by facsimile or other electronic imaging means shall be as effective as delivery of a manually executed counterpart of this Grant.

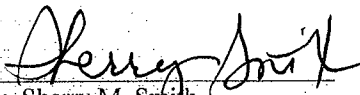
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IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date first above written.

SUPERVALU INC.,
as Grantor

By: 
Name: Sherry M. Smith
Title: Executive Vice President and Chief Financial Officer

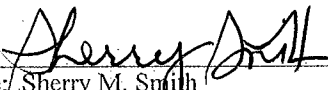
FF ACQUISITION, L.L.C.
FOODARAMA LLC
RICHFOOD, INC.
SUPER RITE FOODS, INC.
SUPERVALU HOLDINGS, INC.
SUPERVALU PHARMACIES, INC.
W. NEWELL & CO., LLC
as Grantor

By: 
Name: Sherry M. Smith
Title: Vice President

MORAN FOODS, LLC
as Grantor

By: _____
Name: Santiago Roces
Title: Chief Executive Officer

SFW LICENSING CORP.
as Grantor

By: 
Name: Sherry M. Smith
Title: Vice President

GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

NY5727695

TRADEMARK
REEL: 004990 FRAME: 0379

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date first above written.

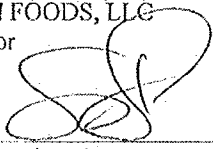
SUPERVALU INC.,
as Grantor

By: _____
Name: Sherry M. Smith
Title: Executive Vice President and Chief Financial Officer

FF ACQUISITION, L.L.C.
FOODARAMA LLC
RICHFOOD, INC.
SUPER RITE FOODS, INC.
SUPERVALU HOLDINGS, INC.
SUPERVALU PHARMACIES, INC.
W. NEWELL & CO., LLC
as Grantor

By: _____
Name: Sherry M. Smith
Title: Vice President

MORAN FOODS, LLC
as Grantor

By:  _____
Name: Santiago Roces
Title: Chief Executive Officer

SFW LICENSING CORP.
as Grantor

By: _____
Name: Sherry M. Smith
Title: Vice President

GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

NY 5727695

TRADEMARK
REEL: 004990 FRAME: 0380

GOLDMAN SACHS BANK USA,
as Grantee

By:





Authorized Signatory

Robert Ehudin
Authorized Signatory



SCHEDULE A

U.S. TRADEMARKS

| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|-----|---|--|--|-----------------------|------------------------|
| 1. | A TASTE FOR EVERYTHING ITALIAN | 77476496 5/16/2008 | 3617335 5/5/2009 | REGISTERED | FF Acquisition, L.L.C. |
| 2. | Design Only  | 77148503 4/4/2007 | 3843468 9/7/2010 | REGISTERED | FF Acquisition, L.L.C. |
| 3. | FARM FRESH | 77920049 1/26/2010 | 3840836 8/31/2010 | REGISTERED | FF Acquisition, L.L.C. |
| 4. | FARM FRESH | 77271557 9/5/2007 | 3697454 10/20/2009 | REGISTERED | FF Acquisition, L.L.C. |
| 5. | FARM FRESH | 73340382 12/7/1981 | 1544928 6/20/1989 | REGISTERED RENEWED | FF Acquisition, L.L.C. |
| 6. | FARM FRESH | 73511769 12/3/1984 | 1563627 10/31/1989 | REGISTERED RENEWED | FF Acquisition, L.L.C. |
| 7. | FARM FRESH FOOD & PHARMACY  | 78831950 3/8/2006 | 3193865 1/2/2007 | REGISTERED | FF Acquisition, L.L.C. |
| 8. | FRESH EVENTS BY FARM FRESH | 77426307 3/19/2008 | 3553229 12/30/2008 | REGISTERED | FF Acquisition, L.L.C. |
| 9. | PURVEYOR'S CHOICE | 77588095 10/8/2008 | 3626405 5/26/2009 | REGISTERED | FF Acquisition, L.L.C. |
| 10. | THE WINE CELLAR AT FARM FRESH | 77288513 9/25/2007 | 3486067 8/12/2008 | REGISTERED | FF Acquisition, L.L.C. |
| 11. | THE WINE CELLAR AT THE MARKET | 77288503 9/25/2007 | 3670021 8/18/2009 | REGISTERED | FF Acquisition, L.L.C. |
| 12. | TRELLIS & BLOOM, LTD. | 78836385 3/14/2006 | 3263198 7/10/2007 | REGISTERED | FF Acquisition, L.L.C. |

| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|----|-------------------------------|--|--|---|---------------|
| 1. | METRO | 78188644 11/25/2002 | 2791341 12/9/2003 | REGISTERED Cancellation proceeding pending | Foodarama LLC |

| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|-----|--|--|--|-----------------------|------------------------------|
| 2. | BEING WELL | 76621853 11/23/2004 | 3114739 7/11/2006 | REGISTERED | Save-A-Lot Food Stores, Ltd. |
| 3. | BEING WELL BABY | 77976602 11/29/2007 | 3610261 4/21/2009 | REGISTERED | Moran Foods, LLC |
| 4. | BEING WELL BABY | 77646729 1/9/2009 | 3775924 4/13/2010 | REGISTERED | Moran Foods, LLC |
| 5. | BEING WELL BODY | 77374528 1/17/2008 | 3877289 11/16/2010 | REGISTERED | Moran Foods, LLC |
| 6. | FUEL YOUR FAMILY... | 77630440 12/10/2008 | 3650383 7/7/2009 | REGISTERED | Moran Foods, LLC |
| 7. | FUEL YOUR FAMILY...FOR LESS THAN A GALLON OF GAS! | 77533538 7/29/2008 | 3580380 2/24/2009 | REGISTERED | Moran Foods, LLC |
| 8. | GREAT FOOD GREAT PRICES! | 78740589 10/26/2005 | 3145442 9/19/2006 | REGISTERED | Moran Foods, LLC |
| 9. | GREAT FOOD GREAT PRICES! | 76134533 9/25/2000 | 2530995 1/15/2002 | REGISTERED RENEWED | Moran Foods, LLC |
| 10. | GREAT FOOD. GREAT PRICES. GREAT PEOPLE. | 77521738 7/14/2008 | 3709851 11/10/2009 | REGISTERED | Moran Foods, LLC |
| 11. | JUST LOOK AT THE RECEIPT | 78247338 5/8/2003 | 2815191 2/17/2004 | REGISTERED | Moran Foods, LLC |
| 12. | SAL | 75620441 1/13/1999 | 2311736 1/25/2000 | REGISTERED RENEWED | Moran Foods, LLC |
| 13. | SAL FOOD STORES  | 74593861 11/2/1994 | 1955935 2/13/1996 | REGISTERED RENEWED | Moran Foods, LLC |
| 14. | SAVE A LOT  | 78830148 3/6/2006 | 3193809 1/2/2007 | REGISTERED | Moran Foods, LLC |
| 15. | SAVE A LOT | 78247361 5/8/2003 | 2815192 2/17/2004 | REGISTERED | Moran Foods, LLC |
| 16. | SAVE A LOT  | 78247358 5/8/2003 | 2813215 2/10/2004 | REGISTERED | Moran Foods, LLC |


| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|-----|---|--|--|-----------------------|---------------------|
| 17. | SAVE A LOT  | 76262945 5/25/2001 | 2522594 12/25/2001 | REGISTERED RENEWED | Moran Foods, LLC |
| 18. | SAVE A LOT FOOD STORES BREAKFAST FOR 4 OR LESS! LUNCH FOR 4 OR LESS! DINNER FOR 4 OR LESS! GREAT FOOD. GREAT PRICES. GREAT PEOPLE.  | 77560533 9/2/2008 | 3580454 2/24/2009 | REGISTERED | Moran Foods, LLC |
| 19. | SAVE-A-LOT | 73166723 4/17/1978 | 1210074 9/21/1982 | REGISTERED RENEWED | Moran Foods, LLC |
| 20. | WE UNDERSTAND WHAT'S ON YOUR PLATE | 77521734 7/14/2008 | 3576046 2/17/2009 | REGISTERED | Moran Foods, LLC |



| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|----|------------------------|--|--|-----------------------|----------------|
| 1. | GREAT VALU | 75354182 9/9/1997 | 2303297 12/28/1999 | REGISTERED RENEWED | Richfood, Inc. |
| 2. | TASTE-GREAT | 74184358 7/12/1991 | 1693797 6/9/1992 | REGISTERED RENEWED | Richfood, Inc. |
| 3. | RICHFOOD | 73254498 3/18/1980 | 1217143 11/23/1982 | REGISTERED RENEWED | Richfood, Inc. |

| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|----|-----------------------------|--|--|-----------------------|------------------------|
| 1. | COLOSSAL DONUTS | 76634444 3/28/2005 | 3069978 3/21/2006 | REGISTERED | SFW Licensing Corp. |
| 2. | SFW | 73456907 12/13/1983 | 1385507 3/4/1986 | REGISTERED RENEWED | SFW Licensing Corp. |
| 3. | SHOPPERS | 73733419 6/10/1988 | 1543972 6/13/1989 | REGISTERED | SFW Licensing Corp. |
| 4. | SHOPPERS FOOD & PHARMACY | 78659594 6/28/2005 | 3129223 8/15/2006 | REGISTERED | SFW Licensing Corp. |


| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|----|-------------------------|--|--|-----------------------|---------------------|
| 5. | SHOPPERS FOOD WAREHOUSE | 73456904 12/13/1983 | 1305515 11/13/1984 | REGISTERED RENEWED | SFW Licensing Corp. |
| 6. | SHOPPERS PHARMACY | 77013280 10/4/2006 | 3315520 10/23/2007 | REGISTERED | SFW Licensing Corp. |

| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|----|------------------------|--|--|-----------------------|------------------------|
| 1. | FOOD RITE | 75464879 4/9/1998 | 2297583 12/7/1999 | REGISTERED RENEWED | Super Rite Foods, Inc. |

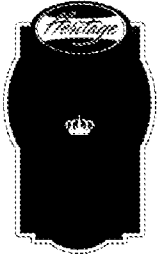
| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|----|--|--|--|------------|----------------------|
| 1. | FROM FIELD TO FIRST BITE | 78744732 11/1/2005 | 3304064 10/2/2007 | REGISTERED | W. Newell & Co., LLC |
| 2. | THE W. NEWELL ADVANTAGE | 78744750 11/1/2005 | 3162281 10/24/2006 | REGISTERED | W. Newell & Co., LLC |
| 3. | W. NEWELL & CO. FRESH THINKING SINCE 1937  | 78574398 2/24/2005 | 3118368 7/18/2005 | REGISTERED | W. Newell & Co., LLC |

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|----|---|--|--|------------|----------------|
| 1. | 4:15  | 77575665 9/22/2008 | 3674315 8/25/2009 | REGISTERED | SUPERVALU INC. |
| 2. | A SMART CHOICE FOR SAVINGS. DOLLAR SMART  | 78243633 4/30/2003 | 2996944 9/20/2005 | REGISTERED | SUPERVALU INC. |

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|-----|---|--|--|-----------------------|----------------|
| 3. | A TASTE OF BLACK HISTORY | 85038852 5/14/2010 | 3886420 12/7/2010 | REGISTERED | SUPERVALU INC. |
| 4. | ALLURE | 75539052 8/19/1998 | 2534459 1/29/2002 | REGISTERED RENEWED | SUPERVALU INC. |
| 5. | ARTIC SHORES SEAFOOD COMPANY | 85492518 12/12/2011 | 4185858 8/7/2012 | REGISTERED | SUPERVALU INC. |
| 6. | ARTIC SHORES SEAFOOD COMPANY  | 78916558 6/26/2006 | 3386833 2/19/2008 | REGISTERED | SUPERVALU INC. |
| 7. | AWESOME | 76191790 1/2/2001 | 2576742 6/4/2002 | REGISTERED RENEWED | SUPERVALU INC. |
| 8. | BABY BASICS | 74655402 4/3/1995 | 2144905 3/17/1998 | REGISTERED RENEWED | SUPERVALU INC. |
| 9. | BAKERY CREATIONS | 74547911 7/11/1994 | 1992381 8/13/1996 | REGISTERED RENEWED | SUPERVALU INC. |
| 10. | BARS | 74488390 2/9/1994 | 1888812 4/11/1995 | REGISTERED RENEWED | SUPERVALU INC. |
| 11. | BASICS FOR KIDS | 77339460 11/28/2007 | 3546072 12/16/2008 | REGISTERED | SUPERVALU INC. |
| 12. | BASICS FOR KIDS | 77009933 9/28/2006 | 3662314 8/4/2009 | REGISTERED | SUPERVALU INC. |
| 13. | BASICS FOR KIDS | 77009937 9/28/2006 | 3284349 8/28/2007 | REGISTERED | SUPERVALU INC. |
| 14. | BEEF SPOKEN HERE | 77651039 1/16/2009 | 3690577 9/29/2009 | REGISTERED | SUPERVALU INC. |
| 15. | BIG RELIEF PRICE CUT | 77723677 4/28/2009 | 3739166 1/19/2010 | REGISTERED | SUPERVALU INC. |
| 16. | BUILDING ACTIVE RECOGNIZABLE SERVICE | 74488345 2/9/1994 | 1890123 4/18/1995 | REGISTERED RENEWED | SUPERVALU INC. |
| 17. | CARLITA | 78322603 11/4/2003 | 3596476 3/24/2009 | REGISTERED | SUPERVALU INC. |
| 18. | CHATTANOOGA CHICKEN  | 78275369 7/17/2003 | 2925006 2/8/2005 | REGISTERED | SUPERVALU INC. |
| 19. | CHECK THE PRICE  | 77339459 11/28/2007 | 3449340 6/17/2008 | REGISTERED | SUPERVALU INC. |
| 20. | CHERRY CHALLENGERS | 78247096 5/8/2003 | 2978789 7/26/2005 | REGISTERED | SUPERVALU INC. |




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| 21. | CHILL-A WHOLE NEW WAY! | 78273659 7/14/2003 | 2901673 11/9/2004 | REGISTERED | SUPERVALU INC. |
| 22. | CLEAR EXCELLENCE | 75281481 4/25/1997 | 2142810 3/10/1998 | REGISTERED RENEWED | SUPERVALU INC. |
| 23. | COCKTAILS 1-2-3 | 77474556 5/15/2008 | 3687017 9/22/2009 | REGISTERED | SUPERVALU INC. |
| 24. | COCKTAILS 1-2-3 | 78750536 11/9/2005 | 3420176 4/29/2008 | REGISTERED | SUPERVALU INC. |
| 25. | COUNTRY STORE | 76440834 8/14/2002 | 2833752 4/20/2004 | REGISTERED | SUPERVALU INC. |
| 26. | COUNTY MARKET | 78797759 1/24/2006 | 3158766 10/17/2006 | REGISTERED | SUPERVALU INC. |
| 27. | COUNTY MARKET | 76541214 8/20/2003 | 2869022 8/3/2004 | REGISTERED | SUPERVALU INC. |
| 28. | COUNTY MARKET | 73320866 7/27/1981 | 1274441 4/17/1984 | REGISTERED RENEWED | SUPERVALU INC. |
| 29. | COUNTY MARKET | 73320865 7/27/1981 | 1272976 4/3/1984 | REGISTERED RENEWED | SUPERVALU INC. |
| 30. | COUNTY MARKET | 73313421 6/5/1981 | 1282825 6/19/1984 | REGISTERED RENEWED | SUPERVALU INC. |
| 31. | COUNTY MARKET | 73301808 3/19/1981 | 1204794 8/10/1982 | REGISTERED RENEWED | SUPERVALU INC. |
| 32. | COUNTY MARKET EXPRESS | 78426383 5/27/2004 | 2983260 8/9/2005 | REGISTERED | SUPERVALU INC. |
| 33. | COUNTY MARKET PHARMACY | 77275565 9/10/2007 | 3418110 4/29/2008 | REGISTERED | SUPERVALU INC. |
| 34. | COUNTYMARKET WE VALUE FRESH . WE VALUE FAMILY WE VALUE YOU!  | 78773448 12/14/2005 | 3224488 4/3/2007 | REGISTERED | SUPERVALU INC. |
| 35. | CUB | 78280644 7/30/2003 | 2884303 9/14/2004 | REGISTERED | SUPERVALU INC. |
| 36. | CUB | 73119200 3/15/1977 | 1078153 11/22/1977 | REGISTERED RENEWED | SUPERVALU INC. |
| 37. | CUB | 73327958 9/14/1981 | 1245515 7/12/1983 | REGISTERED RENEWED | SUPERVALU INC. |
| 38. | CUB DISCOUNT LIQUOR | 76418275 6/7/2002 | 2762718 9/9/2003 | REGISTERED RENEWED | SUPERVALU INC. |
| 39. | CUB FOODS | 73119207 3/15/1977 | 1082984 1/17/1978 | REGISTERED RENEWED | SUPERVALU INC. |

| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
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| 40. | CUB FUEL EXPRESS | 78490895 9/28/2004 | 3035076 12/27/2005 | REGISTERED | SUPERVALU INC. |
| 41. | CUB PHARMACY  | 78188657 11/25/2002 | 2821196 3/9/2004 | REGISTERED | SUPERVALU INC. |
| 42. | CUB'S BIG YUMMY MUFFIN | 78304847 9/24/2003 | 2905017 11/23/2004 | REGISTERED | SUPERVALU INC. |
| 43. | CULINARY CIRCLE | 77443676 4/9/2008 | 3723156 12/8/2009 | REGISTERED | SUPERVALU INC. |
| 44. | CULINARY CIRCLE FOOD LOVER'S FOOD | 77487463 5/30/2008 | 3613669 4/28/2009 | REGISTERED | SUPERVALU INC. |
| 45. | Design Only  | 76422677 6/17/2002 | 2731716 7/1/2003 | REGISTERED | SUPERVALU INC. |
| 46. | Design Only  | 72134678 12/26/1961 | 740377 11/6/1962 | REGISTERED RENEWED | SUPERVALU INC. |
| 47. | DON VIEJO | 76453869 9/30/2002 | 2887198 9/21/2004 | REGISTERED | SUPERVALU INC. |
| 48. | DR. BOLD | 77251390 8/9/2007 | --- | APPLICATION SUSPENDED | SUPERVALU INC. |
| 49. | ENDLESS BOUQUET | 77358304 12/21/2007 | 3449366 6/17/2008 | REGISTERED | SUPERVALU INC. |
| 50. | ENJOYMENT ON THE FLY | 85457151 10/26/2011 | 4227545 10/16/2012 | REGISTERED | SUPERVALU INC. |
| 51. | EQUALINE | 78379410 3/5/2004 | 3177770 11/28/2006 | REGISTERED | SUPERVALU INC. |
| 52. | ESSENTIAL EVERYDAY | 85165277 10/29/2010 | 4268741 1/1/2013 | REGISTERED | SUPERVALU INC. |
| 53. | ESSENTIAL EVERYDAY | 85977016 10/29/2010 | 4200134 8/28/2012 | REGISTERED | SUPERVALU INC. |
| 54. | FARM STAND | 72243140 4/11/1966 | 0848743 5/7/1968 | REGISTERED | SUPERVALU INC. |
| 55. | FARMSTAND | 75305979 6/10/1997 | 2499262 10/23/2001 | REGISTERED | SUPERVALU INC. |
| 56. | FINCA EL ORIGEN | 77091781 1/26/2007 | 3864739 10/19/2010 | REGISTERED | SUPERVALU INC. |
| 57. | FLAVORITE | 78154616 8/15/2002 | 3070033 3/21/2006 | REGISTERED | SUPERVALU INC. |


| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
|-----|---|--|--|--------------------------|----------------|
| 58. | FLAVORS YOU CRAVE | 77602793 10/29/2008 | 3684349 9/15/2009 | REGISTERED | SUPERVALU INC. |
| 59. | FONTANA D'ITALIA | 78787978 1/9/2006 | 3309379 10/9/2007 | REGISTERED | SUPERVALU INC. |
| 60. | FRESH PRODUCE. FRESH PRICES. | 85427816 9/21/2011 | 4135526 5/1/2012 | PENDING | SUPERVALU INC. |
| 61. | FRESHNESS GUARANTEED | 77198020 6/5/2007 | 3391238 3/4/2008 | REGISTERED | SUPERVALU INC. |
| 62. | FROST | 74701127 7/14/1995 | 1993123 8/13/1996 | REGISTERED RENEWED | SUPERVALU INC. |
| 63. | FROSTED FRUITY | 74137972 2/11/1991 | 1870706 12/27/1994 | REGISTERED RENEWED | SUPERVALU INC. |
| 64. | GOATS TRAIL | 77660697 1/30/2009 | 3759041 3/9/2010 | REGISTERED | SUPERVALU INC. |
| 65. | GOLDEN AGAVE | 74705394 7/24/1995 | 2011671 10/29/1996 | REGISTERED | SUPERVALU INC. |
| 66. | GOLDEN GATE VINTNERS | 76505007 4/7/2003 | 2896690 10/26/2004 | REGISTERED | SUPERVALU INC. |
| 67. | GOOD THINGS ARE JUST AROUND THE CORNER | 77498805 6/13/2008 | 3573874 2/10/2009 | REGISTERED | SUPERVALU INC. |
| 68. | GOOD THINGS IN-STORE | 77877407 11/20/2009 | 3858219 10/5/2010 | REGISTERED | SUPERVALU INC. |
| 69. | GOTTA LOVE A SALE | 85613356 5/1/2012 | 4265850 12/25/2012 | REGISTERED | SUPERVALU INC. |
| 70. | GOTTA LOVE GREAT DEALS | 85613374 5/1/2012 | 4265851 12/25/2012 | REGISTERED | SUPERVALU INC. |
| 71. | GOTTA LOVE LOW PRICES | 85580040 3/26/2012 | 4255398 12/4/2012 | REGISTERED | SUPERVALU INC. |
| 72. | GREAT GRILLED TASTE. NOT FUEL WASTE. | 77388920 2/5/2008 | 3518026 10/14/2008 | REGISTERED | SUPERVALU INC. |
| 73. | HEALTHY ELEMENTS | 77349073 12/11/2007 | 3517949 10/14/2008 | REGISTERED | SUPERVALU INC. |
| 74. | HEALTHY PURSUITS | 77543959 8/11/2008 | 3633012 6/2/2009 | REGISTERED | SUPERVALU INC. |
| 75. | HERITAGE  | 85578920 3/23/2012 | --- | APPLICATION SUSPENDED | SUPERVALU INC. |
| 76. | HOMELIFE | 77669620 2/16/2009 | 3934926 3/22/2011 | REGISTERED | SUPERVALU INC. |


| | Trademark/Image if any | Application Number Application Date | Registration Number Registration Date | Status | Owner |
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| 77. | HOMELIFE | 78615232 4/22/2005 | 3459366 7/1/2008 | REGISTERED | SUPERVALU INC. |
| 78. | HOMELIFE | 78380577 3/8/2004 | 3419744 4/29/2008 | REGISTERED | SUPERVALU INC. |
| 79. | HORNBACHER'S | 78693658 8/16/2005 | 3144939 9/19/2006 | REGISTERED | SUPERVALU INC. |
| 80. | HORNBACHER'S FOODS | 78208216 1/29/2003 | 2862615 7/13/2004 | REGISTERED | SUPERVALU INC. |
| 81. | I.D. | 76260958 5/21/2001 | --- | PENDING SUSPENDED | SUPERVALU INC. |
| 82. | INDEPENDENT MINDED | 77606199 11/3/2008 | 3655855 7/14/2009 | REGISTERED | SUPERVALU INC. |
| 83. | JAVA DELIGHT | 77262711 8/23/2007 | 3418054 4/29/2008 | REGISTERED | SUPERVALU INC. |
| 84. | KANGA RESERVE | 78334841 12/1/2003 | 2994340 9/13/2005 | REGISTERED | SUPERVALU INC. |
| 85. | JENICA PEAK | 76288057 7/20/2001 | 2798490 12/23/2003 | REGISTERED | SUPERVALU INC. |
| 86. | LANCASTER BRAND | 73701989 12/21/1987 | 1516551 12/13/1988 | REGISTERED RENEWED | SUPERVALU INC. |
| 87. | LANCASTER BRAND | 72142009 4/11/1962 | 0789147 5/4/1965 | REGISTERED RENEWED | SUPERVALU INC. |
| 88. | LANCASTER BRAND MAKES THE MEAL | 74644806 3/10/1995 | 1986793 6/16/1996 | REGISTERED | SUPERVALU INC. |
| 89. | LEARNING LAUNCH  | 78177906 10/24/2002 | 2990243 8/30/2005 | REGISTERED | SUPERVALU INC. |
| 90. | LEARNING LAUNCH | 76438254 8/7/2002 | 3021356 11/29/2005 | REGISTERED | SUPERVALU INC. |
| 91. | MAPLEWOOD FARMS | 85102840 8/9/2010 | 3934569 3/22/2011 | REGISTERED | SUPERVALU INC. |
| 92. | MAPLEWOOD FARMS | 78497589 10/11/2004 | 3045434 1/17/2006 | REGISTERED | SUPERVALU INC. |
| 93. | MARCLIFFE | 77354633 12/18/2007 | 3603769 4/7/2009 | REGISTERED | SUPERVALU INC. |
| 94. | METOLIUS | 76525805 6/25/2003 | 3004749 10/4/2005 | REGISTERED | SUPERVALU INC. |
| 95. | METOLIUS | 78558087 2/1/2005 | 3050766 1/24/2006 | REGISTERED | SUPERVALU INC. |
| 96. | MIGHTY | 74555854 8/1/1994 | 1989088 7/23/1996 | REGISTERED RENEWED | SUPERVALU INC. |
| 97. | MORE WAYS TO SAVE | 77584354 10/2/2008 | 3606038 4/14/2009 | REGISTERED | SUPERVALU INC. |



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| 98. | MOUNTAIN STREAM | 77464632 5/2/2008 | 3592829 3/17/2009 | REGISTERED | SUPERVALU INC. |
| 99. | MY COUSIN VINO | 77567903 9/11/2008 | 3690455 9/29/2009 | REGISTERED | SUPERVALU INC. |
| 100 | NEWMARKET  | 74245670 2/12/1992 | 1721009 9/29/1992 | REGISTERED RENEWED | SUPERVALU INC. |
| 101 | NUTRITION IQ | 77456869 4/24/2008 | 3588781 3/10/2009 | REGISTERED | SUPERVALU INC. |
| 102 | O CONNOR'S | 74712575 8/8/1995 | 2042492 3/4/1997 | REGISTERED RENEWED | SUPERVALU INC. |
| 103 | O' CONNOR'S | 77047133 11/17/2006 | 3271413 7/31/2007 | REGISTERED | SUPERVALU INC. |
| 104 | ORGANIFY YOUR WORLD | 77346477 12/7/2007 | 3496924 9/2/2008 | REGISTERED | SUPERVALU INC. |
| 105 | ORIGIN | 76288332 7/20/2001 | 2798492 12/23/2003 | REGISTERED | SUPERVALU INC. |
| 106 | ORIGINE | 78356943 1/23/2004 | 3024541 12/6/2005 | REGISTERED | SUPERVALU INC. |
| 107 | PACIFIC FLYWAY | 77360329 12/27/2007 | 3693352 10/6/2009 | REGISTERED | SUPERVALU INC. |
| 108 | PEER | 78157214 8/23/2002 | 2817071 2/24/2004 | REGISTERED | SUPERVALU INC. |
| 109 | PERSONAL CONFIDENCE | 78785054 1/4/2006 | 3292045 9/11/2007 | REGISTERED | SUPERVALU INC. |
| 110 | PICK'D RIPE | 77513179 7/2/2008 | 3659567 7/21/2009 | REGISTERED | SUPERVALU INC. |
| 111 | PIER 14 | 75483824 5/12/1998 | 2229000 3/2/1999 | REGISTERED | SUPERVALU INC. |
| 112 | PLENTY FOR TWENTY | 85374863 7/19/2011 | 4156872 6/12/2012 | REGISTERED | SUPERVALU INC. |
| 113 | PLENTY FRESH FOR PLENTY LESS | 85279401 3/29/2011 | 4061607 11/22/2011 | REGISTERED | SUPERVALU INC. |
| 114 | POLAR BURSTS | 77304875 10/16/2007 | 3517793 10/14/2008 | REGISTERED | SUPERVALU INC. |
| 115 | PUMP PERKS  | 78485177 9/17/2004 | 3027901 12/13/2005 | REGISTERED | SUPERVALU INC. |







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| 116 | PUMP PERKY P.P.  | 78485175 9/17/2004 | 3027900 12/13/2005 | REGISTERED | SUPERVALU INC. |
| 117 | PUNICA | 77053535 11/29/2006 | 3370984 1/15/2008 | REGISTERED | SUPERVALU INC. |
| 118 | Q | 78245287 5/2/2003 | 2895425 10/19/2004 | REGISTERED | SUPERVALU INC. |
| 119 | R.J. REED'S | 77724193 4/28/2009 | 3776156 4/13/2010 | REGISTERED | SUPERVALU INC. |
| 120 | RED OWL | 72134679 12/26/1961 | 740378 11/6/1962 | REGISTERED RENEWED | SUPERVALU INC. |
| 121 | REFILLADVANTAGE | 78728958 10/7/2005 | 3286994 8/28/2007 | REGISTERED | SUPERVALU INC. |
| 122 | REWARDING CAREER, FULFILLING LIFE | 78641904 6/2/2005 | 3116772 7/18/2006 | REGISTERED | SUPERVALU INC. |
| 123 | RJ KING WINGWALKER | 78787966 1/9/2006 | 3186570 12/19/2006 | REGISTERED | SUPERVALU INC. |
| 124 | RON VICARO | 74700901 7/14/1995 | 2005834 10/8/1996 | REGISTERED RENEWED | SUPERVALU INC. |
| 125 | S SUPER VALU  | 72208783 12/23/1964 | 797910 10/19/1965 | REGISTERED RENEWED | SUPERVALU INC. |
| 126 | SAM STORE ACTION MANAGER | 77210987 6/20/2007 | 3434502 5/27/2008 | REGISTERED | SUPERVALU INC. |
| 127 | SAVINGS YOU'LL LOVE ARE JUST AROUND THE CORNER | 77700549 3/27/2009 | 3669398 8/18/2009 | REGISTERED | SUPERVALU INC. |
| 128 | SAVOR AND SAVE | 85513638 1/11/2012 | 4186841 8/7/2012 | REGISTERED | SUPERVALU INC. |
| 129 | SHOPPERS VALUE | 78315608 10/20/2003 | 2934826 3/22/2005 | REGISTERED | SUPERVALU INC. |
| 130 | SHOPPERS VALUE | 73758869 10/21/1988 | 1569081 12/5/1989 | REGISTERED RENEWED | SUPERVALU INC. |
| 131 | SIX | 76405893 5/6/2002 | 2680991 1/28/2003 | REGISTERED RENEWED | SUPERVALU INC. |
| 132 | SMART TIPS FOR LIVING WELL | 85594333 4/11/2012 | 4237643 11/6/2012 | REGISTERED | SUPERVALU INC. |
| 133 | SMOKEHOUSE RECIPE  | 78880779 5/10/2006 | 3327756 10/30/2007 | REGISTERED | SUPERVALU INC. |

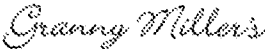


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| 134 | SOFT CHOICE | 750101785 5/9/1996 | 2043756 3/11/1997 | REGISTERED RENEWED | SUPERVALU INC. |
| 135 | SOUR SNAP | 78349542 1/8/2004 | 2916507 1/4/2005 | REGISTERED | SUPERVALU INC. |
| 136 | STOCKMAN & DAKOTA | 77581162 9/29/2008 | 3677711 9/1/2009 | REGISTERED | SUPERVALU INC. |
| 137 | STONE RIDGE CREAMERY | 78549003 1/18/2005 | 3083883 4/18/2006 | REGISTERED | SUPERVALU INC. |
| 138 | SUPER CHILL | 78937287 7/25/2006 | 3275086 8/7/2007 | REGISTERED | SUPERVALU INC. |
| 139 | SUPER CHILL | 78933106 7/19/2006 | 3801267 6/8/2010 | REGISTERED | SUPERVALU INC. |
| 140 | SUPER CHILL | 76329694 10/25/2001 | 3291257 9/11/2007 | REGISTERED | SUPERVALU INC. |
| 141 | SUPER CRUNCH | 78483935 9/15/2004 | 3088706 5/2/2006 | REGISTERED | SUPERVALU INC. |
| 142 | SUPERFUSION | 77476502 5/16/2008 | 3530951 11/11/2008 | REGISTERED | SUPERVALU INC. |
| 143 | SUPERVALU  | 78159160 8/29/2002 | 2812894 2/10/2004 | REGISTERED | SUPERVALU INC. |
| 144 | SUPERVALU | 72153129 9/13/1962 | 760163 11/12/1963 | REGISTERED RENEWED | SUPERVALU INC. |
| 145 | SUPERVALU | 71671067 8/3/1954 | 631486 7/24/1956 | REGISTERED RENEWED | SUPERVALU INC. |
| 146 | SUPERVALU | 72003476 2/27/1956 | 646916 6/11/1957 | REGISTERED RENEWED | SUPERVALU INC. |
| 147 | SUPERVALU | 72003475 2/27/1956 | 646906 6/11/1957 | REGISTERED RENEWED | SUPERVALU INC. |
| 148 | SUPERVALU | 72002930 2/17/1956 | 646905 6/11/1957 | REGISTERED RENEWED | SUPERVALU INC. |
| 149 | SUPERVALU LOGISTICS | 77180563 5/14/2007 | 3443996 6/10/2008 | REGISTERED | SUPERVALU INC. |
| 150 | SUPERVALU PHARMACIES  | 76423049 6/17/2002 | 2785665 11/25/2003 | REGISTERED | SUPERVALU INC. |
| 151 | SUPERVALU REALTY | 78637153 5/25/2005 | 3267724 7/24/2007 | REGISTERED | SUPERVALU INC. |
| 152 | SUPERVALU REALTY A DIVISION OF SUPERVALU INC. | 78937290 7/25/2006 | 3279870 8/14/2007 | REGISTERED | SUPERVALU INC. |
| 153 | SUPERVALU STORE DESIGN SERVICES | 77790128 7/27/2009 | 3798656 6/8/2010 | REGISTERED | SUPERVALU INC. |

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| 154 | SUPERVALU UNIVERSITY | 77117503 2/27/2007 | 3351130 12/11/2007 | REGISTERED | SUPERVALU INC. |
| 155 | SV HARBOR | 78162777 9/11/2002 | 2788805 12/2/2003 | REGISTERED | SUPERVALU INC. |
| 156 | SVHARBOR  | 78380696 3/9/2004 | 2930907 3/8/2005 | REGISTERED | SUPERVALU INC. |
| 157 | SVHARBOR | 78380692 3/9/2004 | 2935019 3/22/2005 | REGISTERED | SUPERVALU INC. |
| 158 | SVOUTFITTER | 78953559 8/16/2006 | 3292358 9/11/2007 | REGISTERED | SUPERVALU INC. |
| 159 | TASTE THE DIFFERENCE. POCKET THE SAVINGS. | 77342771 12/3/2007 | 3445086 6/10/2008 | REGISTERED | SUPERVALU INC. |
| 160 | TASTY SAVINGS ARE JUST AROUND THE CORNER | 77700556 3/27/2009 | 3669399 8/18/2009 | REGISTERED | SUPERVALU INC. |
| 161 | THE AMAZING EGG | 75333559 7/31/1997 | 2222050 2/2/1999 | REGISTERED RENEWED | SUPERVALU INC. |
| 162 | THE FRENCHHOUSE | 78595656 3/25/2005 | 3113142 7/4/2006 | REGISTERED | SUPERVALU INC. |
| 163 | THE FIRST BLOOM | 78159158 8/29/2002 | 3013763 11/8/2005 | REGISTERED | SUPERVALU INC. |
| 164 | THEO P | 77089451 1/23/2007 | 3363012 1/1/2008 | REGISTERED | SUPERVALU INC. |
| 165 | THRIVE LIVE & EAT WELL | 85353001 6/22/2011 | 4119709 3/27/2012 | REGISTERED | SUPERVALU INC. |
| 166 | TIENEN DUENDE - "THEY'VE GOT REAL SOUL" | 78729158 10/7/2005 | 3432871 5/20/2008 | REGISTERED | SUPERVALU INC. |
| 167 | TIMBERWOOD | 75916691 2/11/2000 | 2518550 12/11/2001 | REGISTERED RENEWED | SUPERVALU INC. |
| 168 | TROPICAL EXPLOSION | 78214283 2/13/2003 | 3432514 5/20/2008 | REGISTERED | SUPERVALU INC. |
| 169 | URBAN FRESH | 77464114 5/2/2008 | 3573865 2/10/2009 | REGISTERED | SUPERVALU INC. |
| 170 | VALU EARTH | 77316742 10/30/2007 | 3515192 10/14/2008 | REGISTERED | SUPERVALU INC. |
| 171 | VALU2-U | 77166143 4/26/2007 | 3406373 4/1/2008 | REGISTERED | SUPERVALU INC. |
| 172 | VIA VINO | 77566424 9/10/2008 | 3825780 7/27/2010 | REGISTERED | SUPERVALU INC. |
| 173 | VILLA VENTO | 77030546 10/26/2006 | 3402460 3/25/2008 | REGISTERED | SUPERVALU INC. |
| 174 | VILLAGE MARKET | 75978808 5/22/1997 | 2319903 2/15/2000 | REGISTERED | SUPERVALU INC. |

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| 175 | WE MAKE SHOPPING EASY! | 78351758 1/14/2004 | 2923080 2/1/2005 | REGISTERED | SUPERVALU INC. |
| 176 | WHISPER SOFT | 75101789 5/9/1996 | 2181722 8/18/1998 | REGISTERED RENEWED | SUPERVALU INC. |
| 177 | WHISPER SOFT IMAGES | 75362596 9/25/1997 | 2469959 7/17/2001 | REGISTERED RENEWED | SUPERVALU INC. |
| 178 | WHOLECARE PET | 77666223 2/9/2009 | 3904892 1/11/2011 | REGISTERED | SUPERVALU INC. |
| 179 | WILD HARVEST | 78625480 5/9/2005 | 3138351 9/5/2006 | REGISTERED | SUPERVALU INC. |
| 180 | WILD HARVEST  | 77449117 4/15/2008 | 3815034 7/6/2010 | REGISTERED | SUPERVALU INC. |
| 181 | WILD HARVEST | 77449116 4/15/2008 | 3822419 7/20/2010 | REGISTERED | SUPERVALU INC. |
| 182 | WILD HARVEST | 74702903 7/18/1995 | 2056158 4/22/1997 | REGISTERED RENEWED | SUPERVALU INC. |
| 183 | YOUR WEEKLY LIST FOR LESS | 77683945 3/5/2009 | 3669380 8/18/2009 | REGISTERED | SUPERVALU INC. |

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|----|---|--|--|-----------------------|-----------------------------|
| 1. | SUPERVALU EXPRESS | 78226732 3/18/2003 | 2874492 8/17/2004 | REGISTERED | SUPERVALU Holdings, Inc. |
| 2. | CRESTWOOD BAKERY  | 78480726 9/9/2004 | 3015456 11/15/2005 | REGISTERED | SUPERVALU Holdings, Inc. |
| 3. | CRESTWOOD BAKERY  | 76286974 7/18/2001 | 2547355 3/12/2002 | REGISTERED | SUPERVALU Holdings, Inc. |
| 4. | CRESTWOOD BAKERY | 76412256 5/14/2002 | 2693083 3/4/2003 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 5. | F | 73054353 6/6/1975 | 1031615 1/27/1976 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |

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| 6. | F  | 72252564 8/17/1966 | 852843 7/16/1968 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 7. | F  | 72251416 8/1/1966 | 858076 10/1/1968 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 8. | F  | 72243313 4/13/1966 | 858088 10/1/1968 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 9. | FESTIVAL FOODS  | 76393963 4/11/2001 | 2688438 2/18/2003 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 10. | FESTIVAL FOODS | 76393962 4/11/2002 | 2688437 2/18/2003 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 11. | FOODLAND | 74336056 12/2/1992 | 2021557 12/10/1996 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 12. | FOODLAND  | 74211325 10/11/1991 | 1707516 8/11/1992 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 13. | FOODLAND | 73054354 6/6/1975 | 1031616 1/27/1976 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 14. | FOODLAND | 72256732 10/19/1966 | 848268 4/30/1968 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 15. | FOODLAND | 72164032 3/6/1963 | 785369 2/16/1965 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 16. | FOODLAND | 71669875 7/13/1954 | 614558 10/18/1955 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 17. | FOODLAND | 71363094 3/28/1935 | 326832 8/6/1935 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 18. | FOODLAND "WHEN YOU'RE HUNGRY FOR DINNER" | 77764208 6/19/2009 | 3739869 1/19/2010 | REGISTERED | SUPERVALU Holdings, Inc. |
| 19. | FOODLAND EXPRESS PAPA'S PEPPERONI ROLL | 78266354 6/24/2003 | 2866771 7/27/2004 | REGISTERED | SUPERVALU Holdings, Inc. |
| 20. | FOODLAND EXPRESSSSSS | 78205748 1/22/2003 | 2891171 10/5/2004 | REGISTERED | SUPERVALU Holdings, Inc. |

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| 21. | FOODLAND FRESH | 77606585 11/4/2008 | 3638580 6/16/2009 | REGISTERED | SUPERVALU Holdings, Inc. |
| 22. | FOODLANE | 73140907 9/12/1977 | 1105820 11/7/1978 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 23. | GRANNY MILLER'S  | 78528837 12/8/2004 | 3035653 12/27/2005 | REGISTERED | SUPERVALU Holdings, Inc. |
| 24. | HOMEBEST | 74334177 11/24/1992 | 1846413 7/26/1994 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 25. | HOMEBEST | 73401008 10/28/1982 | 1291685 8/28/1984 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 26. | MAPLE TREE FARMS | 78736372 10/19/2005 | 3204676 1/30/2007 | REGISTERED | SUPERVALU Holdings, Inc. |
| 27. | MOM'S MEAT LOAF | 77370616 1/14/2008 | 3491972 8/26/2008 | REGISTERED | SUPERVALU Holdings, Inc. |
| 28. | NATURE'S BEST | 74250858 3/2/1992 | 1932428 11/7/1995 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 29. | PAY PAK 24  | 74348988 1/15/1993 | 2010359 10/22/1996 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 30. | SENTRY | 78402870 4/16/2004 | 3635362 6/9/2009 | REGISTERED | SUPERVALU Holdings, Inc. |
| 31. | SENTRY | 74002863 11/16/1989 | 1850830 8/23/1994 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 32. | SENTRY SIGNATURES | 78810677 2/9/2006 | 3635387 6/9/2009 | REGISTERED | SUPERVALU Holdings, Inc. |
| 33. | SENTRY SIGNATURES  | 78486730 9/21/2004 | 3230694 4/17/2007 | REGISTERED | SUPERVALU Holdings, Inc. |
| 34. | SHOP 'N SAVE | 85141049 9/29/2010 | 3966222 5/24/2011 | REGISTERED | SUPERVALU Holdings, Inc. |
| 35. | SHOP 'N SAVE | 73313529 6/8/1981 | 1326367 3/19/1985 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 36. | SHOP 'N SAVE | 73196070 12/7/1978 | 1326364 3/19/1985 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 37. | SHOP 'N SAVE EXPRESS | 78329849 11/19/2003 | 2979563 7/26/2005 | REGISTERED | SUPERVALU Holdings, Inc. |
| 38. | SHOP 'N SAVE FUEL EXPRESS | 77051046 11/27/2006 | 3419192 4/29/2008 | REGISTERED | SUPERVALU Holdings, Inc. |
| 39. | SHOP 'N SAVE PERKS | 78837978 3/15/2006 | 3304444 10/2/2007 | REGISTERED | SUPERVALU Holdings, Inc. |

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| 40. | SHOP 'N SAVE PHARMACY | 78272658 7/10/2003 | 2860289 7/6/2004 | REGISTERED | SUPERVALU Holdings, Inc. |
| 41. | SMART SHOPPERS KNOW...THE MORE YOU SHOP, THE MORE YOU SAVE | 77051063 11/27/2006 | 3279207 8/14/2007 | REGISTERED | SUPERVALU Holdings, Inc. |
| 42. | TENDERBEST | 77775733 7/7/2009 | 3739991 1/19/2010 | REGISTERED | SUPERVALU Holdings, Inc. |
| 43. | THE MORE YOU SHOP THE MORE YOU SAVE | 74174541 6/10/1991 | 1731826 11/10/1992 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 44. | TOT SPOT | 75876464 12/20/1999 | 2469156 7/17/2001 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |
| 45. | VILLAGE MARKET | 75021944 11/20/1995 | 2152805 4/21/1998 | REGISTERED RENEWED | SUPERVALU Holdings, Inc. |