

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Confirmation of Assignment

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Albertson's, LLC		08/02/2006	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	New Albertson's, Inc.
Street Address:	250 E. Parkcenter Blvd.
City:	Boise
State/Country:	IDAHO
Postal Code:	83706
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 79

Property Type	Number	Word Mark
Registration Number:	2980281	10 FOR \$10 SALE! MIX OR MATCH
Registration Number:	0953914	ALBERTSONS
Registration Number:	2303621	ALBERTSONS
Registration Number:	0885630	ALBERTSONS
Registration Number:	0891152	ALBERTSONS
Registration Number:	0959514	ALBERTSON'S
Registration Number:	1073368	A ALBERTSONS
Registration Number:	1071250	A ALBERTSONS
Registration Number:	2234723	ALBERTSON'S BETTER CARE
Registration Number:	2306997	@LBERTSONS.COM
Registration Number:	2245928	ALBERTSONS EXPRESS
Registration Number:	2144905	BABY BASICS
Registration Number:	2444658	BEVERAGE BOULEVARD

CH \$1990.00 2980281

Registration Number:	3081923	BRINGING CARE & COMFORT HOME
Registration Number:	2142810	CLEAR EXCELLENCE
Registration Number:	2712646	COUNTRY FARMS
Registration Number:	1406965	COUNTRY FARMS
Registration Number:	2312068	COUNTRY FARMS
Registration Number:	2887198	DON VIEJO
Registration Number:	2841843	ESSENSIA
Registration Number:	2615053	ESSENTIA
Registration Number:	2082392	EXPRESS PRESCRIPTION REFILL SERVICE
Registration Number:	1670493	FASTRANS
Registration Number:	1993123	FROST
Registration Number:	2841680	FROST ICE
Registration Number:	1870706	FROSTED FRUITY
Registration Number:	2542478	GAS REWARDS
Registration Number:	2889325	GIVING BACK FOR YOUTH. ONE CART AT A TIME.
Registration Number:	2011671	GOLDEN AGAVE
Registration Number:	0827274	GOOD DAY
Registration Number:	1062358	GOOD DAY
Registration Number:	1619325	GOOD DAY
Registration Number:	3081924	HEALTH 'N' HOME
Registration Number:	3079727	HELPING MAKE YOUR LIFE EASIER.
Registration Number:	2729799	IDENTITY
Registration Number:	2193052	LUCKY MEANS LOW PRICES
Registration Number:	2644877	LUCKY REWARDS CARD SAV-ON
Registration Number:	2309841	LUCKY SAV-ON AMERICAN REWARDS
Registration Number:	1724735	MAGIC TWINKLES
Registration Number:	1856064	MAX PAK
Registration Number:	3004749	METOLIUS
Registration Number:	3050766	METOLIUS
Registration Number:	1989088	MIGHTY
Registration Number:	2278012	ONE CHOICE
Registration Number:	2624570	PETITE POTIONS
Registration Number:	2166761	QUICK FIXIN' IDEAS
Registration Number:	2005834	RON VICARO
Registration Number:	2896508	SAV-ON

Registration Number:	2878084	SAV-ON
Registration Number:	2641391	SAV-ON DRUGS
Registration Number:	1997783	SAVE-ON-FOODS
Registration Number:	3061404	SAV-ON DRUGS. PHOTO EXPRESS
Registration Number:	2680991	SIX
Registration Number:	2237766	SNACK CENTRAL
Registration Number:	2043756	SOFT CHOICE
Registration Number:	2916507	SOUR SNAP
Registration Number:	2222050	THE AMAZING EGG
Registration Number:	2821405	THE TASTE WILL WIN YOU OVER
Registration Number:	2518550	TIMBERWOOD
Registration Number:	2689991	TRUST YOUR INSTINCT
Registration Number:	3055093	TWO PALMS
Registration Number:	3011202	USE AS NEEDED.
Registration Number:	2181722	WHISPER SOFT
Registration Number:	2469959	WHISPER SOFT IMAGES
Serial Number:	78550931	AS A PHARMACIST, I RECOMMEND IT. AS A PARENT, I USE IT.
Serial Number:	78645588	AVENU
Serial Number:	78552846	CELEBRATE!...LET'S GET THE PARTY STARTED
Serial Number:	78750536	COCKTAILS 1-2-3
Serial Number:	78379410	EQUALINE
Serial Number:	78265420	ESSENSIA
Serial Number:	78380577	HOMELIFE
Serial Number:	78615232	HOMELIFE
Serial Number:	76260958	I.D.
Serial Number:	78772722	
Serial Number:	78584727	PICK OF THE PROS
Serial Number:	75976017	SAV-ON
Serial Number:	78610194	SEASONS PROMISE
Serial Number:	78600459	SPRING AVENUE
Serial Number:	78600471	VERANDA

CORRESPONDENCE DATA

Fax Number: (503)595-5301

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (503) 595-5300
Email: ptotmdocket@klarquist.com
Correspondent Name: Richard J. Polley
Address Line 1: 121 SW Salmon Street
Address Line 2: One World Trade Center, Suite 1600
Address Line 4: Portland, OREGON 97204

ATTORNEY DOCKET NUMBER:	7347-76117-01/RJP
NAME OF SUBMITTER:	Richard J. Polley
Signature:	/Richard J. Polley/
Date:	09/15/2006

Total Attachments: 7

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CONFIRMATION OF ASSIGNMENT


WHEREAS, Albertson's LLC, a Delaware limited liability company, having its principal place of business 250 E. Parkcenter Boulevard, West Plaza, Boise, Idaho 83706, owned the trademark registrations and applications set forth in Exhibit A.

WHEREAS, New Albertson's, Inc., a Delaware corporation, having offices at 250 E. Parkcenter Boulevard, Boise, Idaho 83706, did acquire from Albertson's LLC, for good and valuable consideration as set forth in agreements titled AGREEMENT AND PLAN OF MERGER and PURCHASE AND SEPARATION AGREEMENT, each dated January 22, 2006 and RESTRUCTURING AGREEMENT-ALBERTSON'S LLC (Transaction Step 1A), dated June 1, 2006, all rights to those certain trademarks, trademark registrations, and trademark applications specifically set forth on Exhibit A hereto;

NOW, THEREFORE, Albertson's LLC does hereby affirm that, effective June 1, 2006, it did sell, assign, transfer and set over unto New Albertson's, Inc., all of its rights, title and interest in and to the trademarks, trademark registrations, and trademark applications, together with the goodwill of the business symbolized by the marks specifically set forth on Exhibit A hereto.

ALBERTSON'S, LLC

Date: August 2, 2006

By 
Name: Paul G. Rowan
Title: Senior Vice President and General Counsel

Federal Registrations

MARK	REGISTRATION NUMBER
10 FOR \$10 SALE! MIX OR MATCH	2,980,281
ALBERTSONS	0,953,914
ALBERTSONS	2,303,621
ALBERTSONS	0,885,630
ALBERTSONS	0,891,152
ALBERTSONS	0,959,514
A ALBERTSONS & Design	1,073,368
A ALBERTSONS & Design	1,071,250
ALBERTSONS BETTER CARE	2,234,723
ALBERTSONS.COM (in design - @lbertsons.com)	2,306,997
Albertsons Express & Design	2,245,928
BABY BASICS	2,144,905
BEVERAGE BOULEVARD	2,444,658
BRINGING CARE & COMFORT HOME	3,081,923
CLEAR EXCELLENCE	2,142,810
COUNTRY FARMS	2,712,646
COUNTRY FARMS & Design	1,406,965
COUNTRY FARMS & Design	2,312,068
DON VIEJO	2,887,198
ESSENSIA	2,841,843
ESSENTIA	2,615,053
EXPRESS PRESCRIPTION REFILL SERVICES & Design	2,082,392

EXHIBIT A

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TRADEMARK
REEL: 003391 FRAME: 0197

MARK	REGISTRATION NUMBER
FASTRANS	1,670,493
FROST	1,993,123
FROST ICE	2,841,680
FROSTED FRUITY	1,870,706
GAS REWARDS & Design	2,542,478
GIVING BACK FOR YOUTH. ONE CART AT A TIME.	2,889,325
GOLDEN AGAVE	2,011,671
GOOD DAY	0,827,274
GOOD DAY	1,062,358
GOOD DAY & Design	1,619,325
HEALTH 'N' HOME	3,081,924
HELPING MAKE YOUR LIFE EASIER	3,079,727
IDENTITY	2,729,799
LUCKY MEANS LOW PRICES	2,193,052
LUCKY REWARDS CARD	2,644,877
LUCKY SAV-ON AMERICAN REWARDS	2,309,841
MAGIC TWINKLES	1,724,735
MAX PAK	1,856,064
METOLIUS	3,004,749
METOLIUS	3,050,766
MIGHTY	1,989,088
ONE CHOICE	2,278,012
PETITE POTIONS	2,624,570

EXHIBIT A

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TRADEMARK
REEL: 003391 FRAME: 0198

MARK	REGISTRATION NUMBER
QUICK FIXIN' IDEAS & Design	2,166,761
RON VICARO	2,005,834
SAV-ON	2,896,508
SAV-ON	2,878,084
SAV-ON DRUGS	2,641,391
SAVE-ON-FOODS	1,997,783
SAV-ON DRUGS PHOTO EXPRESS & Design	3,061,404
SIX	2,680,991
SNACK CENTRAL	2,237,766
SOFT CHOICE	2,043,756
SOUR SNAP	2,916,507
THE AMAZING EGG	2,222,050
THE TASTE WILL WIN YOU OVER	2,821,405
TIMBERWOOD	2,518,550
TRUST YOUR INSTINCT	2,689,991
TWO PALMS	3,055,093
USE AS NEEDED.	3,011,202
WHISPER SOFT	2,181,722
WHISPER SOFT IMAGES	2,469,959
3's A CROWD	1,446,938
LUCKY	1,543,066
LUCKY PRODUCE 100% FRESH 100% GUARANTEED (Stylized)	1,469,513
THE CALIFORNIA COLLECTION OF FINE WINE (Stylized)	1,409,990

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TRADEMARK
REEL: 003391 FRAME: 0199

MARK	REGISTRATION NUMBER
LADY LEE	931,453
MAGNA PAK	1,320,986

Federal Pending Applications

MARK	APPLICATION NUMBER
AS A PHARMACIST, I RECOMMEND IT. AS A PARENT, I USE IT.	78/550,931
AVENU	78/645,588
CELEBRATE!...LET'S GET THE PARTY STARTED	78/552,846
COCKTAILS 1-2-3	78/750,536
EQUALINE	78/379,410
ESSENSIA	78/265,420
HOMELIFE	78/380,577
HOMELIFE	78/615,232
I.D.	76/260,958
LEAVES AND ARCH DESIGN	78/772,722
PICK OF THE PROS	78/584,727
SAV-ON	75/976,017
SEASONS PROMISE	78/610,194
SPRING AVENUE	78/600,459
VERANDA	78/600,471

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TRADEMARK
REEL: 003391 FRAME: 0200

State Registrations

NAME	REGISTRATION NUMBER
10 FOR \$10 SALE! MIX OR MATCH (Maryland)	2004-0055
10 FOR \$10 SALE! MIX OR MATCH (Pennsylvania)	3219150
A + ALBERTSON'S (Florida)	T10237
ALBERTSON'S MARKETPLACE (Idaho)	15,504
ALBERTSONS SAV-ON (California)	54,218
ALBERTSONS SAV-ON & Design (Idaho)	18,291
ALBERTSONS SAV-ON & Design (Colorado)	20051128137
ALBERTSONS SAV-ON & Design (Texas)	800473660
COUNTY LINE LIQUOR (Colorado)	19971150415
GROCERY WAREHOUSE (Colorado)	19971142656
LIQUOR COMMISSARY (California)	19894
MAX (Texas)	57105
MAX FOODS (California)	48,574
MONTE MART GROCERY WAREHOUSE (California)	48573
ONE-STOP KOSHER EXPERIENCE (Illinois)	087732
THE GROCERY WAREHOUSE (California)	10964
THE CALIFORNIA COLLECTION OF FINE WINE (California)	77,232
ADVANTAGE (California)	33,295
LUCKY ORIENTAL KITCHEN (California)	34,163
LUCKY (California)	45,385
LUCKY (California)	40,315

EXHIBIT A

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TRADEMARK
REEL: 003391 FRAME: 0201

NAME	REGISTRATION NUMBER
LUCKY (California)	45,384
LUCKY (California)	7
LUCKY (Nevada)	Filing Book: 16 page 851 (16851)
LADY LEE (California)	58,153

EXHIBIT A

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