

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
Supervalu Inc.		10/01/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Newflower Market, Inc.		
Street Address:	2285 Central Avenue, Suite 200		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2827865	SUNFLOWER	
Registration Number:	3157596	SUNFLOWER MARKET	
CORRESPONDENCE DATA			
Fax Number:	(602)530-8500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	kka@gknet.com		
Correspondent Name:	Donna H. Catalfio		
Address Line 1:	2575 East Camelback Road		
Address Line 4:	Phoenix, ARIZONA 85016		
ATTORNEY DOCKET NUMBER:	22924-0001		
NAME OF SUBMITTER:	Donna H. Catalfio		
Signature:	/Donna H. Catalfio/		
Date:	10/06/2010		

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Total Attachments: 1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT

WHEREAS, SUPERVALU INC. ("Assignor"), a Delaware corporation, owns and is registrant of record for the following trademarks ("Marks") in connection with the following goods and services:

Registration No.:	Mark:	Goods/Services:
2,827,865	SUNFLOWER	Retail grocery store services (IC 035).
3,157,596	SUNFLOWER MARKET and DESIGN	Retail grocery store services (IC 035).

WHEREAS, NEWFLOWER MARKET, INC., a Delaware corporation ("Assignee"), desires to acquire all rights in the Marks, together with the above-referenced registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and the above-referenced trademark registrations.

DATED this 1st day of October, 2010.

ASSIGNOR:

SUPERVALU INC.,
a Delaware corporation

By: Michael J. Blum
Name: Michael J. Blum
Its: Authorized Signatory

ASSIGNEE:

NEWFLOWER MARKET, INC.,
a Delaware corporation

By: Francis Windsor
Name: Francis Windsor
Its: Secretary