

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Security Agreement

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
New Albertson's, Inc.		03/21/2013	CORPORATION: OHIO
Acme Markets, Inc.		03/21/2013	CORPORATION: DELAWARE
American Stores Company, LLC		03/21/2013	LIMITED LIABILITY COMPANY: DELAWARE
Shaw's Supermarkets, Inc.		03/21/2013	CORPORATION: MASSACHUSETTS
American Drug Stores LLC		03/21/2013	LIMITED LIABILITY COMPANY: DELAWARE
Star Markets Company, Inc.		03/21/2013	CORPORATION: MASSACHUSETTS

**RECEIVING PARTY DATA**

<b>Name:</b>	Bank of America, N.A., as Collateral Agent
<b>Street Address:</b>	100 Federal Street
<b>City:</b>	Boston
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	02110
<b>Entity Type:</b>	Association: UNITED STATES

**PROPERTY NUMBERS Total: 89**

Property Type	Number	Word Mark
Registration Number:	2980281	10 FOR \$10 SALE! MIX OR MATCH
Registration Number:	2041975	ACME
Registration Number:	2127394	ACME
Registration Number:	2152108	ACME
Registration Number:	2142414	ACME
Registration Number:	2123906	ACME
Registration Number:	2138677	ACME
Registration Number:	2135688	ACME

OP \$2240.00 2980281

Registration Number:	2137116	ACME
Registration Number:	2152107	ACME
Registration Number:	1369567	ACME
Registration Number:	2275601	ACME
Registration Number:	2455780	ACME CARRY-OUT CUISINE
Registration Number:	2047800	ACME PHARMACY
Registration Number:	2193524	ACME SUPERCARD
Registration Number:	3442345	AVENU
Registration Number:	1914358	BIG 'N SOFT
Registration Number:	3092771	BUNCHES OF FUN
Registration Number:	2750012	CANTASTIC
Registration Number:	3687357	COOK & SAVE
Registration Number:	1339708	CORNER DELI
Registration Number:	3366533	CRAZY ABOUT FOOD
Registration Number:	3450742	ESSENSIA
Registration Number:	2082392	EXPRESS PRESCRIPTION REFILL SERVICE
Registration Number:	3520000	FAST. FRESH. FOOLPROOF.
Registration Number:	1170714	FISHERMAN'S NET
Registration Number:	2271955	FRESHNESS FIRST
Registration Number:	1674665	GOOD FOOD COSTS LESS AT SHAW'S
Registration Number:	2323538	IVINS'
Registration Number:	541264	IVINS'
Registration Number:	1219505	JEWEL
Registration Number:	2107247	JEWEL
Registration Number:	2114172	JEWEL
Registration Number:	2114038	JEWEL
Registration Number:	2138475	JEWEL
Registration Number:	2105514	JEWEL
Registration Number:	2112225	JEWEL
Registration Number:	2109071	JEWEL
Registration Number:	2114037	JEWEL
Registration Number:	2119541	JEWEL
Registration Number:	2109070	JEWEL
Registration Number:	3381782	JEWEL
Registration Number:	3384561	JEWEL EXPRESS

	3282511	JEWEL-OSCO
Registration Number:	2128535	JEWEL-OSCO
Registration Number:	2247125	JEWEL-OSCO PREFERRED CUSTOMER CARD
Registration Number:	2122940	JEWEL-OSCO PREFERRED CUSTOMER CARD
Registration Number:	3557424	KNOCKED DOWN PRICES
Registration Number:	2631241	MARKETFRESH LA CARTE
Registration Number:	2580815	MEMORIES ON CAKE
Serial Number:	85581013	MY NEIGHBORHOOD. MY JEWEL-OSCO.
Registration Number:	1003861	OSCO
Registration Number:	3129940	OSCO
Registration Number:	3372329	OSCO
Registration Number:	2256751	OSCODRUG
Registration Number:	1891049	PHARMACY ANSWERS
Registration Number:	2683083	QUALITY BREAD VARIETY
Registration Number:	1784680	QUALITY SINCE 1860
Registration Number:	4114584	QUICK FIXIN' IDEAS
Registration Number:	2571124	REWARDS SHAW'S CARD
Registration Number:	1694655	S QUALITY SINCE 1860
Registration Number:	1997783	SAVE-ON-FOODS
Registration Number:	2878084	SAV-ON
Registration Number:	2896508	SAV-ON
Registration Number:	3668575	SHAW'S
Registration Number:	3697642	SHAW'S
Registration Number:	3401015	SHAW'S
Registration Number:	1228764	SHAW'S
Registration Number:	2616939	SHAW'S REWARDS CARD
Registration Number:	2959059	
Registration Number:	2638924	SHAW'S MARKETFRESH
Registration Number:	1187005	SHAW'S S
Registration Number:	2927109	SHAW'S SIGNATURE BRAND
Registration Number:	2929941	SHAW'S SIGNATURE BRAND
Registration Number:	2832397	SHAW'S SIGNATURE BRAND QUALITY SINCE 1860
Registration Number:	1134792	SHOP & SHARE
Registration Number:	2539869	SHOP THE WORLD FOOD HALL
Registration Number:	2542891	SHOP THE WORLD FOOD HALL

**TRADEMARK**

**REEL: 004995 FRAME: 0172**

	2544663	SHOP THE WORLD FOOD HALL
Registration Number:	2237766	SNACK CENTRAL
Registration Number:	1814006	SPEND AND SAVE
Registration Number:	1481140	STAR MARKET
Registration Number:	2044848	STEP SAVER
Registration Number:	3271360	TAKING KOSHER SHOPPING TO A WHOLE NEW LEVEL
Registration Number:	3142104	TOTAL PHOTO
Registration Number:	2306627	TOTAL PHOTO
Registration Number:	1455761	U.S. SATELLITE CORPORATION
Registration Number:	4059794	U.S. SATELLITE CORPORATION
Registration Number:	3672570	WE'LL ALWAYS BE HERE

**CORRESPONDENCE DATA**

Fax Number:

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

Email: daniel.cote@thomsonreuters.com  
 Correspondent Name: James P. Murphy, Legal Assistant  
 Address Line 1: 80 Pine Street  
 Address Line 2: Cahill Gordon & Reindel LLP  
 Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER:	James P. Murphy, Legal Assistant
Signature:	/daniel cote thomsonreuters/
Date:	04/01/2013

**Total Attachments: 26**

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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

New Albertson's, Inc.

- Individual(s)
- Partnership
- Corporation- State: Ohio
- Other \_\_\_\_\_

Citizenship (see guidelines) US - OH

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance/Execution Date(s) :**

Execution Date(s) 03/21/2013

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes

No

Name: Bank of America, N.A., as Collateral Agent

Street Address: 100 Federal Street

City: Boston

State: MA

Country: USA Zip: 02110

- Individual(s) Citizenship \_\_\_\_\_
- Association Citizenship US - Fed
- Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) \_\_\_\_\_ Text \_\_\_\_\_

B. Trademark Registration No.(s) \_\_\_\_\_

SEE SCHEDULE I

SEE SCHEDULE I

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: James P. Murphy, Legal Assistant

Internal Address: Cahill Gordon & Reindel LLP

Street Address: 80 Pine Street

City: New York

State: NY Zip: 10005

Phone Number: (212) 701-3345

Docket Number: \_\_\_\_\_

Email Address: jmurphy@cahill.com

**6. Total number of applications and registrations involved:**

89

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ \_\_\_\_\_**

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

James P. Murphy  
Signature  
JAMES P. MURPHY  
Name of Person Signing

March 21, 2013

Date

Total number of pages including cover sheet, attachments, and document: 26

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ADDITIONAL NAMES OF CONVEYING PARTIES (In connection with Item 1 of Trademark Recordation Form Cover Sheet):

Acme Markets, Inc., a Delaware Corporation, Citizenship US – DE

American Stores Company, LLC, a Delaware LLC, Citizenship US – DE

Shaw's Supermarkets, Inc., a Massachusetts Corporation – Citizenship US – MA

American Drug Stores LLC, a Delaware LLC, Citizenship US – DE

Star Markets Company, Inc., a Massachusetts Corporation – Citizenship US – MA

**Trademark Security Agreement**

**Trademark Security Agreement**, dated as of March 21, 2013, by New Albertson's, Inc., Acme Markets, Inc., American Stores Company, LLC, Shaw's Supermarkets, Inc., American Drug Stores, Inc. and Star Markets Company, Inc. (individually, a "Grantor", and, collectively, the "Grantors"), in favor of BANK OF AMERICA, N.A., in its capacity as collateral agent pursuant to the Credit Agreement (in such capacity, the "Collateral Agent").

WITNESSETH:

WHEREAS, the Grantors are party to a Security Agreement of even date herewith (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement") in favor of the Collateral Agent pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Grantors hereby agree with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. Each Grantor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Collateral of such Grantor:

- (a) Trademarks of such Grantor listed on Schedule I attached hereto;
- (b) all goodwill associated with such Trademarks; and
- (c) all Proceeds of any and all of the foregoing (other than Excluded Property).

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement and Grantors hereby acknowledge and affirm that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Collateral Agent shall otherwise determine.

SECTION 4. Termination. Upon the payment in full of the Secured Obligations and termination of the Security Agreement, the Collateral Agent shall execute, acknowledge, and



deliver to the Grantors an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts. Delivery of an executed counterpart of a signature page of this Trademark Security Agreement by telecopy, pdf or other electronic transmission shall be as effective as delivery of a manually executed counterpart of this Trademark Security Agreement.

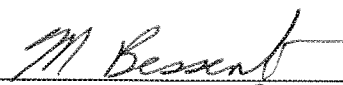
SECTION 6. Governing Law. This Trademark Security Agreement and the transactions contemplated hereby, and all disputes between the parties under or relating to this Trademark Security Agreement or the facts or circumstances leading to its execution, whether in contract, tort or otherwise, shall be construed in accordance with and governed by the laws (including statutes of limitation) of the State of New York, without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

[signature page follows]


IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,


NEW ALBERTSON'S, INC.

By:   
Name: Michael Bessent  
Title: Treasurer

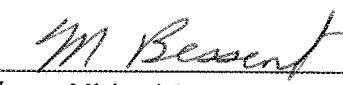
ACME MARKETS, INC.

By:   
Name: Michael Bessent  
Title: Treasurer

AMERICAN STORES COMPANY, LLC

By:   
Name: Michael Bessent  
Title: Treasurer


SHAW'S SUPERMARKETS, INC.

By:   
Name: Michael Bessent  
Title: Treasurer

AMERICAN DRUG STORES, INC.

By:   
Name: Michael Bessent  
Title: Treasurer

STAR MARKETS COMPANY, INC.

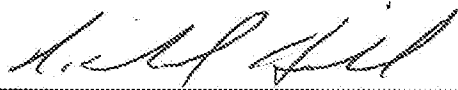
By:   
Name: Michael Bessent  
Title: Treasurer

Signature Page to NAI Trademark Security Agreement

**TRADEMARK**  
**REEL: 004995 FRAME: 0180**

Accepted and Agreed:

BANK OF AMERICA, N.A.,  
as Collateral Agent

By:   
Name: Richard Hill  
Title: Managing Director

Signature Page to NAI Trademark Security Agreement

**TRADEMARK**  
**REEL: 004995 FRAME: 0181**

**SCHEDULE I**  
**to**  
**TRADEMARK SECURITY AGREEMENT**  
**TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS**

TRADEMARK	OWNER	COUNTRY	App./Reg. No.	Classes and Goods
10 FOR \$10 SALE MIX AND MATCH	New Albertson's, Inc.	Maryland	20040055	54 - Retail supermarket
10 FOR \$10 SALE MIX AND MATCH	New Albertson's, Inc.	Pennsylvania	3219150	35 - Advertising and business
10 FOR \$10 SALE! MIX OR MATCH & Design	New Albertson's, Inc.	United States of America	2980281	35 RETAIL SUPERMARKET SERVICES
ACME	Acme Markets, Inc.	United States of America	2041975	42 retail grocery and supermarket services
ACME	American Stores Company, LLC	United States of America	2127394	29 applesauce, baked beans, Breakfast drinks, namely, milk, butter, canned beans, canned and frozen seafood, canned, frozen and French fried potatoes, Canned pork and beans, canned processed tomatoes, canned vegetables, cheese, chili with beans, egg substitute, evaporated milk, flaked coconut, frozen vegetables, hash browns, instant potatoes, jellies and jams, margarine, non-dairy creamer, olive oil, peanut butter, pickles, potato chips, powdered milk, processed nuts, processed olives,

				processed peppers, soups, sour cream, vegetable oil and vegetable oil cooking spray, whipped cream, whipped topping, and yogurt
ACME	American Stores Company, LLC	United States of America	2152108	30 bagels, bakery products, baking soda, barbecue sauce, biscuits, bread, bread crumbs, bread rolls, breakfast cereal, chili sauce, chocolate chips, chocolate syrup, cocoa mix, coffee, cookie dough, cookies, crackers, croutons, dessert pies, frozen and packaged meals consisting primarily of pasta, flour, frostings, frozen pizza, frozen waffles, granola-based snack bars, honey, horseradish, hot sauce, iced tea, ketchup, macaroni and cheese, marshmallows and marshmallow cream, mayonnaise, mixes for baking goods, muffins, mustard, oatmeal, pancake and waffle mixes, pasta, pastries, pie crusts, pizza crust, pretzels, relish, rice, seasoning mixes for chili, gravy and tacos, seasonings and seasoning mixes, spices, stuffing mixes containing bread, sugar, syrup for pancakes and waffles, real and imitation vanilla ex-

				tract, spaghetti sauce, tea and tea mixes, tomato sauce, vinegar, white corn syrup, and as a house mark for food products
ACME	American Stores Company, LLC	United States of America	2142414	6 aluminum foil
ACME	American Stores Company, LLC	United States of America	2123906	31 unpopped popcorn
ACME	American Stores Company, LLC	United States of America	2138677	3 dish detergents; fabric softeners; glass cleaners; household cleaning detergents and preparations; laundry detergent
ACME	American Stores Company, LLC	United States of America	2135688	16 facial tissues, paper napkins, paper towels, plastic food storage bags, plastic trash bags, plastic wrap, toilet paper
ACME	American Stores Company, LLC	United States of America	2137116	21 paper and plastic cups, paper plates and bowls
ACME	American Stores Company, LLC	United States of America	2152107	32 drinking water, fruit juice, mixes for lemonade, fruit punch, and fruit-flavored drinks, soft drinks, and vegetable juice
ACME & OVAL Design	Acme Markets, Inc.	United States of America	1369567	42 RETAIL GROCERY STORE SERVICES
ACME (Stylized)	Acme Markets, Inc.	United States of America	2275601	35 retail supermarket and drug store services featuring food, drugs, household goods, automotive goods, and like gen-

				eral merchandise
ACME CARRY-OUT CUISINE	American Stores Company, LLC	United States of America	2455780	35 retail grocery store services featuring take-out food services
ACME EXPRESS	Acme Markets, Inc.	United States of America		
ACME PHARMACY	Acme Markets, Inc.	United States of America	2047800	42 pharmacy services
ACME SUPERCARD	American Stores Company, LLC	United States of America	2193524	35 promoting the goods and services of others through the distribution of discount cards
AVENU	New Albertson's, Inc.	United States of America	3442345	35 Promoting the goods of others sold through retail stores primarily featuring groceries by means of discount coupons and via a global computer network
BIG 'N SOFT	SHAW'S SUPERMARKETS, INC	United States of America	1914358	30 marshmallows
BUNCHES OF FUN	Shaw's Supermarkets, Inc.	United States of America	3092771	41 Providing recreational areas in the nature of children's play areas located within retail supermarkets



CANTASTIC	Shaw's Supermarkets, Inc.	United States of America	2750012	35 promotional services, namely promoting the goods of others by publishing, distributing and displaying advertisements and other marketing materials in the field of food and food-related products and services
COOK & SAVE	Shaw's Supermarkets, Inc.	United States of America	3687357	35 Retail grocery store services
CORNER DELI	Acme Markets, Inc.	United States of America	1339708	42 Delicatessen Departments in Retail Grocery Stores
CRAZY ABOUT FOOD	New Albertson's, Inc.	United States of America	3366533	35 retail grocery store and drug store services; online retail grocery store and drug store services
ESSENSIA	New Albertson's, Inc.	United States of America	3450742	29 FROZEN AND PACKAGED ENTREES CONSISTING PRIMARILY OF MEAT, FISH, POULTRY OR VEGETABLES; CHEESE; FROZEN, PREPARED AND/OR PACKAGED SIDE DISHES AND APPETIZERS CONSISTING PRIMARILY OF MEAT, FISH, POULTRY OR VEGETABLES; PEANUT BUTTER 30 FROZEN AND PACKAGED

				ENTREES CONSISTING PRIMARILY OF PASTA OR RICE; CAKES; CHEESECAKE; BAKERY PRODUCTS; FROZEN BAKERY GOODS; BREAD; CHOCOLATE CHIPS; COFFEE; CRACKERS; DESSERTS, NAMELY, TIRAMISU; FROZEN CONFECTIONS; LASAGNA; MACARONI AND CHEESE; MAPLE SYRUP; PASTA SAUCE; PIZZA; SALAD DRESSINGS; SALSA; FROZEN, PREPARED AND/OR PACKAGED SIDE DISHES AND APPETIZERS CONSISTING PRIMARILY OF PASTA OR RICE; SAUCES; TEA 32 FRUIT JUICES
EXPRESS PRESCRIPTION REFILL SERVICE	New Albert- son's, Inc.	United States of America	2082392	42 pharmacy ser- vices provided by means of a telephone interactive voice re- sponse system
FAST. FRESH. FOOLPROOF.	Shaw's Super- markets, Inc.	United States of America	3520000	35 Retail grocery store services

FISHERMAN'S NET	Acme Markets, Inc.	United States of America	1170714	42 Retail Seafood Outlet Services Pro- vided in Connection with Retail Grocery Stores
FRESHNESS FIRST	American Stores Compa- ny, LLC	United States of America	2271955	35 Retail grocery store and supermarket services
GOOD FOOD COSTS LESS AT SHAW'S	Shaw's Super- markets, Inc.	United States of America	1674665	42 retail grocery store services
IVINS'	Acme Markets, Inc.	United States of America	2323538	30 bakery products
IVINS'	Acme Markets, Inc.	United States of America	541264	30 BAKERY PRODUCTS- NAMELY, WAFERS, AND COOKIES
JEWEL	American Stores Compa- ny, LLC	United States of America	1219505	42 Retail Grocery and General Merchan- dise Store Services
JEWEL	American Stores Compa- ny, LLC	United States of America	2107247	1 distilled water
JEWEL	American Stores Compa- ny, LLC	United States of America	2114172	6 aluminum foil
JEWEL	American Stores Compa- ny, LLC	United States of America	2114038	16 facial tissues, pa- per napkins, paper towels, plastic food storage bags, plastic trash bags, plastic wrap and toilet paper

JEWEL	American Stores Company, LLC	United States of America	2138475	29 baked beans, butter, canned beans, canned fruits, canned pork and beans, canned processed tomatoes, canned vegetables, cheese, chili with beans, condensed milk, dips, dried fruits, frozen, packaged, and canned meals consisting primarily of meat, fish, poultry, or vegetables, egg substitute, evaporated milk, flaked coconut, frozen fruit, frozen and french fried potatoes, frozen vegetables, hash browns, instant potatoes, jellies and jams, luncheon meats, margarine, meats, non-dairy creamer, peanut butter, pickles, potato chips, processed nuts, processed olives, re-fried beans, shortening, soups, tunafish, vegetable oil, whipped topping and yogurt, and as a house mark for food products
JEWEL	American Stores Company, LLC	United States of America	2105514	21 plastic cups and paper plates
JEWEL	American Stores Company, LLC	United States of America	2112225	32 fruit and vegetable juices and soft drinks
JEWEL	American Stores Company, LLC	United States of America	2109071	30 baking soda, biscuits, bread crumbs, breakfast cereal, candy, cheese flavored puffed corn snacks, chocolate chips, choc-

				olate syrup, coffee, cookie dough, cookies, crackers, frozen and packaged meals consisting primarily of pasta or rice, flour, frozen pizza, frozen pretzels, frozen waffles, honey, ice cream cones, ice cubes, ketchup, macaroni and cheese, marshmallows, mayonnaise, mixes for bakery goods, muffins, mustard, oatmeal, pancake and waffle mixes, pasta, pastries, pie crusts, pot pies, pretzels, relish, rice, rolls, seasoning mixes for chili, gravy, spaghetti sauce and tacos, seasonings, spices, stuffing mixes containing bread, sugars, pancake and waffle syrup, tea, tomato sauce, tortilla chips and vinegar, and as a house mark for those and other food products
JEWEL	American Stores Company, LLC	United States of America	2114037	3 laundry bleach, dish detergents, fabric softeners, glass cleaners, household cleaning preparations, and laundry detergent
JEWEL	American Stores Company, LLC	United States of America	2119541	35 retail supermarket services featuring food, drugs, household goods, automotive goods, and like general merchandise
JEWEL	American Stores Company, LLC	United States of America	2109070	31 raw nuts, and unpopped popcorn

	ny, LLC			
JEWEL	American Stores Company, LLC	United States of America	3381782	35 Retail stores featuring beer, wine and distilled spirits
JEWEL EXPRESS	American Stores Company, LLC	United States of America	3384561	35 Retail store services featuring convenience store items and gasoline
JEWEL-OSCO	American Stores Company, LLC	United States of America	3282511	35 Retail stores featuring beer, wine and distilled spirits
JEWEL-OSCO	American Stores Company, LLC	United States of America	2128535	35 retail supermarket and drug store services featuring food, drugs, household goods, automotive goods, and like general merchandise
JEWEL-OSCO PREFERRED CUSTOMER CARD	American Stores Company, LLC	United States of America	2247125	35 promoting the goods and services of others through the distribution of discount cards
JEWEL-OSCO PREFERRED CUSTOMER CARD	American Stores Company, LLC	United States of America	2122940	9 electronic coupon cards for use in retail store promotional activities and discount services
KNOCKED DOWN PRICES	New Albertson's, Inc.	United States of America	3557424	35 Retail grocery store services
MARKETFRESH LA CARTE	Shaw's Supermarkets, Inc.	United States of America	2631241	35 retail food store services
MEMORIES ON CAKE	Shaw's Supermarkets, Inc.	United States of America	2580815	42 Cake decorating services
MY JEWEL-OSCO REWARDS	American Stores Company, LLC	United States of America		

MY NEIGHBORHOOD. MY JEWEL-OSCO.	American Stores Company, LLC	United States of America	85581013	35 Retail Grocery Store Services
MY NEIGHBORHOOD. MY SHAW'S.	Shaw's Supermarkets, Inc.	United States of America		35 Retail Grocery Store Services
NATURAL HARVEST	American Stores Company, LLC	Wisconsin	None	30 - Bread, hamburger buns, hot dog buns sales thereof
OSCO	American Stores Company, LLC	United States of America	1003861	42 DRUGSTORE SERVICES
OSCO	American Stores Company, LLC	United States of America	3129940	35 Retail drug store services
OSCO	American Stores Company, LLC	United States of America	3372329	35 Retail pharmacy services
OSCODRUG	American Stores Company, LLC	United States of America	2256751	35 retail drug store services
OUT OF THE BLUE	Shaw's Supermarkets, Inc.	United States of America		35 Advertising; business management; business administration; office functions.
PHARMACY ANSWERS	American Drug Stores, Inc.	United States of America	1891049	16 series of magazines and newsletters concerning a variety of medical health issues
QUALITY BREAD VARIETY	Shaw's Supermarkets, Inc.	United States of America	2683083	35 retail food store services featuring bread and baked goods

<p>QUALITY SINCE 1860</p>	<p>SHAW'S SUPERMARK ETS, INC</p>	<p>United States of America</p>	<p>1784680</p>	<p>29 butter, catsup, processed cheeses, processed cereal, processed cherries, dried fruits, eggs, egg substitutes, canned and frozen fruits, fruit-based snack food, fruit spreads, jams, jellies, margarine, mayonnaise, milk, cooking oils, shortenings, pickles, sour cream, processed olives, processed tomatoes, canned tuna fish, pickles, frozen vegetables and yogurt 30 ice cream, frozen macaroni and cheese, chocolate chips, chocolate syrups, coffee, frozen coffee creams, cookies, flour, granola-based snack bars, granola, oatmeal, salt, sugar, vinegar, frozen toppings, pasta, frozen pizza, pasta, pop tarts and spaghetti sauce 31 apples, dog bones and pet food</p>
<p>QUICK FIXIN' IDEAS</p>	<p>New Albertson's, Inc.</p>	<p>United States of America</p>	<p>4114584</p>	<p>35 Retail grocery store services</p>
<p>REWARDS SHAW'S CARD</p>	<p>Shaw's Supermarkets, Inc.</p>	<p>United States of America</p>	<p>2571124</p>	<p>35 promoting the goods and services of others through an incentive awards program whereby participants receive free offers, discounts and upgrades on the goods</p>



				and services provided by participating merchants
S QUALITY SINCE 1860	Shaw's Supermarkets, Inc.	United States of America	1694655	29 canned fruits 30 breads and rolls
SAVE-ON-FOODS	New Albertson's, Inc.	United States of America	1997783	42 retail grocery store services
SAV-ON	New Albertson's, Inc.	United States of America	2878084	42 retail drug stores
SAV-ON	New Albertson's, Inc.	United States of America	2896508	35 retail pharmacy services
SAVON FOODS	New Albertson's, Inc.	United States of America		35 Retail grocery store services
SHAW'S	Shaw's Supermarkets, Inc.	United States of America	3668575	35 Retail pharmacy services

SHAW'S	Shaw's Supermarkets, Inc.	United States of America	3697642	<p>16 Plastic shopping bags 29 Meats; fish; cheeses; canned, frozen and dried fruits; fruit-based snack foods; milk; soups; yogurt; sour cream; processed potatoes; eggs; whipped topping; nondairy creamer; butter; shelled nuts; peanut butter; jams; dips; edible oils; canned, frozen, processed and dried vegetables; canned pork and beans; fruit-based filling for cakes and pies 30 Vinegar; sugars; sugar substitutes; table syrup; sauces; gravy; dough; seasonings; vanilla extract; stuffing mixes containing bread; prepared meals consisting primarily of rice, noodles or pasta; corn-based snack foods; rice-based snack foods; pasta; pancake mix; pudding; flavored and sweetened gelatins; ice cream cones; topping syrup for ice cream; baking soda; yeast; rice; flour; salad dressings; croutons; catsup; processed cereals; granola snacks; oatmeal; bakery goods; mixes for bakery goods; baking cocoa; cocoa; coffee; tea; crackers; frozen pizza; pie crusts; fro-</p>
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				zen confections; salsa; ice 31 Fresh fruit; fresh vegetables; kitty litter 32 Fruit juices; vegetable juices; soft drinks; seltzer water; drinking water; fruit juice concentrates; smoothies
SHAW'S	Shaw's Supermarkets, Inc.	United States of America	3401015	35 retail grocery store services
SHAW'S	Shaw's Supermarkets, Inc.	United States of America	1228764	42 Retail Food Store Services

SHAW'S REWARDS CARD	Shaw's Supermarkets, Inc.	United States of America	2616939	35 promoting the goods and services of others through an incentive awards program whereby participants receive free offers, discounts and upgrades on the goods and services provided by participating merchants
SHAW'S (Stylized)	SHAW'S SUPERMARKETS, INC	Maine	19780044M	29 - Meats and processed foods, 30 - Staple foods, 31 - Natural agricultural products, 32 - Light beverages
SHAW'S (Stylized)	SHAW'S SUPERMARKETS, INC	New Hampshire	2148	46 - Food's and ingredients for foods
Shaw's Celebrating 150 Years As Your Neighborhood Grocer Logo	Shaw's Supermarkets, Inc.	United States of America		
SHAW'S LEAF DESIGN	Shaw's Supermarkets, Inc.	United States of America	2959059	35 retail supermarket services
SHAW'S MARKETFRESH	Shaw's Supermarkets, Inc.	United States of America	2638924	35 retail food store services
SHAW'S S	Shaw's Supermarkets, Inc.	United States of America	1187005	42 Retail Food Store Services
SHAW'S SIGNATURE BRAND	Shaw's Supermarkets, Inc.	United States of America	2927109	29 meat and poultry 31 fresh vegetables 35 retail grocery and food store services
SHAW'S SIGNATURE BRAND	Shaw's Supermarkets, Inc.	United States of America	2929941	31 Fresh vegetables 35 Retail grocery and food store services

SHAW'S SIGNATURE BRAND QUALITY SINCE 1860	Shaw's Super- markets, Inc.	United States of America	2832397	29 Meat, poultry, cheese, cooking oils, processed olives and potato chips 30 Ice cream, coffee, frozen coffee, cookies, pies, bakery goods, pro- cessed cereal, granola, vinegar, pasta, frozen pizza, spaghetti sauce and crackers 31 Fresh vegetables 32 Non-alcoholic beverages, namely, carbonated soft drinks and fruit-flavored drinks
SHOP & SHARE	American Stores Compa- ny, LLC	United States of America	1134792	35 PROMOTING THE SERVICES OF NON-PROFIT, CHARITABLE, FUND-RAISING ORGANIZATIONS BY ISSUING MERCHANDISE COUPONS TO MEMBERS OF SAID ORGANIZATIONS WHICH ARE REDEEMABLE AT APPLICANT'S RETAIL STORES AND WHICH RETAIL STORES DONATE A PERCENTAGE OF THE PURCHASE PRICE TO SAID ORGANIZATION
SHOP THE WORLD FOOD HALL	Shaw's Super- markets, Inc.	United States of America	2539869	35 SUPERMARKET SERVICES
SHOP THE	Shaw's Super-	United States	2542891	35 SUPERMARKET

WORLD FOOD HALL	markets, Inc.	of America		SERVICES
SHOP THE WORLD FOOD HALL	Shaw's Supermarkets, Inc.	United States of America	2544663	35 SUPERMARKET SERVICES
SNACK CENTRAL	New Albertson's, Inc.	United States of America	2237766	35 supermarkets
SPEND AND SAVE	Shaw's Supermarkets, Inc.	United States of America	1814006	35 promoting the products of others by means of a retail store card in brochure form that entitles the holder to merchandise certificates
STAR MARKET	Star Markets Company, Inc.	United States of America	1481140	42 RETAIL GROCERY STORE SERVICES
STEP SAVER	Shaw's Supermarkets, Inc.	United States of America	2044848	29 meat
TAKING KOSHER SHOPPING TO A WHOLE NEW LEVEL	New Albertson's, Inc.	United States of America	3271360	35 Retail grocery stores
TOTAL PHOTO	American Stores Company, LLC	United States of America	3142104	40 Photographic film developing
TOTAL PHOTO	American Stores Company, LLC	United States of America	2306627	40 photographic film developing services

U.S. SATELLITE CORPORATION	American Stores Company, LLC	United States of America	1455761	38 TELECOMMUNICATIONS TRANSMISSION SERVICE, SPECIFICALLY PROVIDING TRANSMISSION OF ELECTRONIC COMMUNICATIONS VIA SATELLITE AND MICROWAVE FACILITIES 42 CUSTOM DESIGN OF TELECOMMUNICATIONS SYSTEMS FOR BUSINESSES
U.S. SATELLITE CORPORATION	American Stores Company, LLC	United States of America	4059794	38 TELECOMMUNICATIONS TRANSMISSION SERVICE, SPECIFICALLY PROVIDING TRANSMISSION OF ELECTRONIC COMMUNICATIONS VIA SATELLITE AND MICROWAVE FACILITIES 42 CUSTOM DESIGN OF TELECOMMUNICATIONS SYSTEMS FOR BUSINESSES
WE'LL ALWAYS BE HERE	New Albertson's, Inc.	United States of America	3672570	35 Retail and on-line retail grocery store services; retail and on-line retail drug store services