

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	TRADEMARK ASSIGNMENT

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
NEW ALBERTSON'S, INC.		03/21/2013	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	ALBERTSON'S LLC
Street Address:	250 Parkcenter Boulevard
City:	Boise
State/Country:	IDAHO
Postal Code:	83706
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	3282186	3'S A CROWD
Registration Number:	1446938	3'S A CROWD
Registration Number:	1073368	A ALBERTSONS
Registration Number:	1071250	A ALBERTSONS
Registration Number:	3856542	ALBERTSONS
Registration Number:	0953914	ALBERTSONS
Registration Number:	0959514	ALBERTSONS
Registration Number:	0891152	ALBERTSONS
Registration Number:	0885630	ALBERTSONS
Registration Number:	2303621	ALBERTSONS
Registration Number:	3663014	ALBERTSONS
Registration Number:	3168377	
Registration Number:	2245928	ALBERTSONS EXPRESS
Registration Number:	2712646	COUNTRY FARMS

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Registration Number:	2312068	COUNTRY FARMS
Registration Number:	1619325	GOOD DAY
Registration Number:	1062358	GOOD DAY
Registration Number:	3786033	GOOD DAY
Registration Number:	1543066	LUCKY
Registration Number:	2193052	LUCKY MEANS LOW PRICES
Registration Number:	1469513	LUCKY PRODUCE 100% FRESH 100% GUARANTEED
Registration Number:	1856064	MAX PAK
Serial Number:	85581036	MY NEIGHBORHOOD. MY ALBERTSONS.
Registration Number:	4254961	STEAKHOUSE CHOICE

**CORRESPONDENCE DATA**

Fax Number: 2125935955  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: (212) 756-2336  
Email: melissa.karp@srz.com  
Correspondent Name: Melissa Karp  
Address Line 1: Schulte Roth & Zabel, 919 Third Avenue  
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	014951.0667
NAME OF SUBMITTER:	Melissa Karp
Signature:	/RS for MK/
Date:	04/05/2013

Total Attachments: 8  
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This TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of March 21, 2013 (the "Effective Date") by and between NEW ALBERTSON'S, INC., a corporation formed under the laws of Ohio ("Assignor") and ALBERTSON'S LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and other entities, as sellers, and Assignee, as purchaser, are parties to that certain Asset Purchase Agreement made and entered into as of March 21, 2013 (the "APA"), pursuant to which Assignor agreed to, sell, convey, transfer, assign and deliver to Assignee all of its legal and beneficial right, title and interest in and to the Purchased Assets (as defined in the APA), including, without limitation, the trademarks listed on Schedule A attached hereto (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks, and Assignor wishes to assign same to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells and transfers unto Assignee, all of its right, title and interest, including common law rights, in and to the Trademarks, together with the goodwill associated therewith and the entire business and/or portion thereof to which the Trademarks pertain, and the right to sue and recover for all past, present and future infringements and other violations of the Trademarks, the same to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had this assignment not been made. Assignor hereby covenants and agrees to provide any further necessary documentation and do all further acts reasonably requested by Assignee in this regard to confirm and perfect title in and to the Trademarks in Assignee, its successors, assigns or other legal representatives.

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IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the Effective Date.

NEW ALBERTSON'S, INC.

By: \_\_\_\_\_

Name: JUSTIN G. OYE

Title: CHIEF OPERATING OFFICER

ALBERTSON'S LLC

By: \_\_\_\_\_

Name: Susan A. McMillan

Title: Vice President & Assistant General Counsel

3'S A CROWD	New Albertson's, Inc.	3282186	35 Retail grocery stores; Supermarkets
3'S A CROWD & Design	New Albertson's, Inc.	1446938	42 SUPERMARKET AND GROCERY STORE SERVICES
A ALBERTSONS & Design	New Albertson's, Inc.	1073368	42 RETAIL GROCERY STORE SERVICES
A ALBERTSONS & Design	New Albertson's, Inc.	1071250	3 HOUSEHOLD DETERGENTS 29 PACKAGED MEAT PRODUCTS, VEGETABLES (OTHER THAN FRESH), FRUIT (OTHER THAN FRESH), CANNED FISH, DAIRY PRODUCTS (EXCLUDING ICE CREAM AND ICE MILK), CHOCOLATE MILK, DAIRY BASED CHOCOLATE DRINK MIX, MAYONNAISE, AND SHELLED NUTS 30 ICE CREAM, TEA, COFFEE, BREADS, ROLLS, AND

<sup>1</sup> A blank cell in this column indicates a common law trademark.

			SUGAR
ALBERTSONS	New Albertson's, Inc.	3856542	1 Distilled Water 29 Refried beans, processed olives, pickles, jam, fruit-based snack food, sour cream, bacon, seafood (not live), milk, yogurt, peanut butter and cottage cheese 30 Salsa, taco shells, ketchup, relish, seasonings, spaghetti sauce, gravy, unpopped popcorn, honey, cocoa, tomato sauce, stuffing mixes containing bread, pasta, rice, pudding, marshmallows, mixes for bakery goods, breakfast cereals, cereal based snack foods, dough, tortilla chips, bakery goods, waffles, cookies, frosting, mustard and pizza; pre-packed meals consisting primarily of pasta; crackers 32 Fruit drinks, drinking water, fruit juices and vegetable juices

ALBERTSONS	New Albertson's, Inc.	953914	46 COFFEE, CIDER VINEGAR, WHITE VINEGAR, SALAD DRESSING, MAYONNAISE, MUSTARD, INSTANT POTATOES, FROZEN POTATOES, SOUP, RAISINS, EVAPORATED MILK, NON-DAIRY CREAMER, VEGETABLE OIL, CORN OIL, BROWNIE MIX, SALT, NUTS, DIPS, WIENERS, AND CHIPPED MEATS
ALBERTSONS	New Albertson's, Inc.	959514	33 WHISKEY, VODKA, TEQUILA, RUM, BRANDY AND GIN
ALBERTSONS	New Albertson's, Inc.	891152	46 BREAD, PEANUT BUTTER, COFFEE, TEA, FLOUR, POTATO CHIPS, MARGARINE, VEGETABLE OIL SHORTENING, PEPPER, BUTTER, CHEESE, FRESH EGGS, WHIPPED CREAM TOPPING, ICE CREAM, PANCAKE SYRUP, CANNED TUNA FISH, LUNCH MEAT, AND FRESH POULTRY
ALBERTSONS	New Albertson's, Inc.	885630	35 RETAIL GROCERY STORE SERVICES

ALBERTSONS	New Albertson's, Inc.	2303621	35 electronic retailing services featuring groceries and other consumer goods via a wide area computer network
ALBERTSONS	New Albertson's, Inc.	3663014	35 Retail Pharmacy Services
ALBERTSON'S and Stylized A Design	New Albertson's, Inc.	T10237	35 - Retail grocery store services
ALBERTSONS ARCH & LEAF DESIGN	New Albertson's, Inc.	3168377	35 RETAIL GROCERY STORE SERVICES
ALBERTSONS ASSOCIATE REWARDS CARD	New Albertson's, Inc.		
ALBERTSONS EXPRESS & Design	New Albertson's, Inc.	2245928	35 CONVENIENCE STORE SERVICES AND GASOLINE DISPENSING SERVICES
ALBERTSONS PREFERRED CARD	New Albertson's, Inc.		
ALBERTSONS PREFERRED REWARDS	New Albertson's, Inc.		
Albertsons Preferred Savings Card	New Albertson's, Inc.		
ALBERTSONS SAV-ON & Design	New Albertson's, Inc.	54218	35 Retail grocery store and pharmacy services
ALBERTSONS SAV-ON & Design	New Albertson's, Inc.	20051128137	35 - Retail grocery store, supermarket and drug store services



ALBERTSONS SAV-ON & Design	New Albertson's, Inc.	18291	35 - Retail grocery store, supermarket and drug store services
ALBERTSONS SAV-ON & Design	New Albertson's, Inc.	800473660	35 - RETAIL GROCERY STORE, SUPERMARKET, AND DRUG STORE SERVICES
COUNTRY FARMS	New Albertson's, Inc.	2712646	30 BREAD
COUNTRY FARMS	New Albertson's, Inc.	2312068	30 Bread
COUNTY LINE LIQUOR	New Albertson's, Inc.	19971150415	42 - Retail liquor store services
GOOD DAY	New Albertson's, Inc.	1619325	30 ICE CREAM and BREADS
GOOD DAY	New Albertson's, Inc.	1062358	29 BACON 30 BREAD
GOOD DAY	New Albertson's, Inc.	3786033	30 Breakfast cereals; Ready to eat, cereal derived food bars
GROCERY WAREHOUSE	New Albertson's, Inc.	19971142656	42 - Retail grocery store services
LUCKY	New Albertson's, Inc.	1543066	42 SUPERMARKET AND GROCERY STORE SERVICES
LUCKY MEANS LOW PRICES	New Albertson's, Inc.	2193052	35 retail supermarket and general merchandise store services
LUCKY PRODUCE 100% FRESH 100% GUARANTEED	New Albertson's, Inc.	1469513	42 GROCERY STORE AND SUPERMARKET SERVICES

MAX FOODS	New Albertson's, Inc.	48,574	35 - Retail grocery store
MAX PAK	New Albertson's, Inc.	1856064	42 supermarkets featuring large-sized and multiple-packaged food, beverage, personal care, personal hygiene, household maintenance, and automotive maintenance products for consumers
MY ALBERTSONS REWARDS	New Albertson's, Inc.		
MY NEIGHBORHOOD. MY ALBERTSONS.	New Albertson's, Inc.	85581036	35 Retail Grocery Store Services
STEAKHOUSE CHOICE	New Albertson's, Inc.	4254961	29 Meat