

05-29-2002



Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings

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TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Potlatch Corporation

5/24/02

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: SUPERVALU INC.

Internal

Address:

Street Address: P.O. Box 990

City: Minneapolis State: MN Zip: 55400

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

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)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

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

Execution Date: April 12, 2002

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 75/539,052;
76/191,790; 76/191,688

B. Trademark Registration No.(s) _____

Additional number(s) attached Yes No

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

Name: Shannon T. Vale

Internal Address: Fulbright & Jaworski

Street Address: 600 Congress Ave., Suite 2400

City: Austin State: TX Zip: 78701

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Maureen E. Cushman
Name of Person Signing

Maureen E. Cushman
Signature

5/9/02
Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

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01 FC:481

40.00 OP

02 FC:482

50.00 OP

TRADEMARK
REEL: 002514 FRAME: 0405

TRADEMARK ASSIGNMENT

WHEREAS, POTLATCH CORPORATION, a Delaware corporation having a principal place of business of 601 West Riverside Avenue, Suite 1100, Spokane, Washington 99201 (POTLATCH) has adopted, used, and is using the marks identified in Enclosure "A" which is attached hereto and made apart hereof; and

WHEREAS, SUPERVALU INC. a Delaware Corporation having an address of P.O. Box 990, Minneapolis, Minnesota (SUPERVALU) is desirous of acquiring the marks identified in Enclosure "A" and all rights therein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, POTLATCH does hereby irrevocably sell, assign, and transfer to SUPERVALU its successors, assigns and legal representatives, its entire right, title and interest in and to the marks identified in Enclosure "A" worldwide, together with the goodwill of the business symbolized by each of the marks. This grant specifically includes, without limitation, all common law rights as may have been acquired by POTLATCH respecting such marks or terms confusingly similar thereto heretofore adopted or used by POTLATCH as well as the right to recover for any third party infringement thereof regardless of whether such infringement occurred before or occurs after the date of this Assignment.

POTLATCH CORPORATION

Date: April 12, 2002

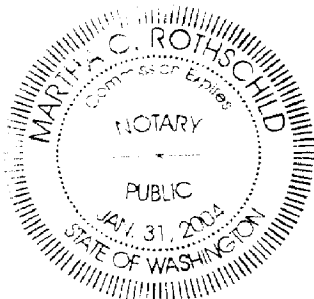
By: Ralph M. Davisson
Ralph M. Davisson
Vice President and General Counsel

State of WASHINGTON

County of SPOKANE

On APRIL 12, 2002, before me, a Notary Public, personally appeared Ralph M. Davisson, known to me to be an authorized officer or agent of the corporation that executed the foregoing assignment, and acknowledged such execution to be voluntary act of said corporation, for the purposes therein mentioned, and on oath stated that he was authorized to execute said instrument.

SEAL



Marta Rothschild

Notary Public for the State of
WASHINGTON residing at
SPOKANE
Commission Expires: 1.31.04

ENCLOSURE "A"

TRADEMARK	APPLICATION SERIAL NO.	FILING DATE
ALLURE	75/539,052	August 19, 1998
AWESOME	76/191,790	January 2, 2001
ALOFT	76/191,688	January 2, 2001