

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
American Stores Company, LLC		04/05/2005	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Albertson's Inc.		
Street Address:	250 East Parkcenter Boulevard		
City:	Boise		
State/Country:	IDAHO		
Postal Code:	83726		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2193052	LUCKY MEANS LOW PRICES	
CORRESPONDENCE DATA			
Fax Number:	(626)577-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	626-795-9900		
Email:	pto@cph.com		
Correspondent Name:	Christie, Parker & Hale LLP		
Address Line 1:	Post Office Box 7068		
Address Line 4:	Pasadena, CALIFORNIA 91109-7068		
NAME OF SUBMITTER:	Michael J. MacDermott		
Signature:	/Michael J. MacDermott/		
Date:	04/05/2005		

Total Attachments: 1

**TRADEMARK
 REEL: 003060 FRAME: 0400**

CH \$40.00 2193052

SERVICE MARK

SERVICE MARK ASSIGNMENT

WHEREAS, American Stores Company, LLC, a Delaware limited liability company, having a place of business at 250 East Parkcenter Boulevard, Boise, Idaho 83726 ("ASSIGNOR" herein), is the owner of the following mark and registration in the United States Patent & Trademark Office.

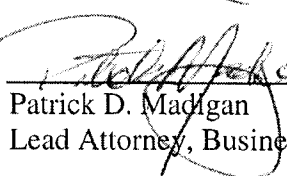
<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
LUCKY MEANS LOW PRICES	2,193,052	10/06/1998

WHEREAS, Albertson's, Inc., a Delaware corporation, having a place of business at 250 East Parkcenter Boulevard, Boise, Idaho 83726 ("ASSIGNEE" herein), desires to acquire said mark and the above-identified registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said mark and said registration, and all rights and privileges pertaining to said mark, together with that portion of the goodwill of the business connected with the use of and symbolized by the mark.

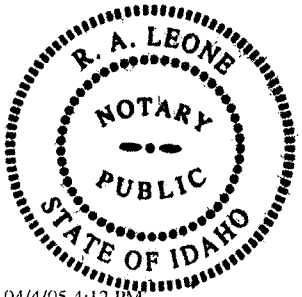
American Stores Company, LLC

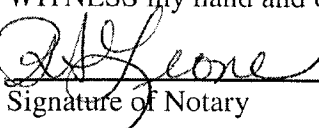
Date April 5, 2005

By 
Patrick D. Madigan
Lead Attorney, Business Law

STATE OF IDAHO)
COUNTY OF ADA)

On April 5th, 2005, before me Regina A. Leone, Notary Public, personally appeared Patrick D. Madigan personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.



WITNESS my hand and official seal.

Signature of Notary

MM/tde
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