

FORM PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
M&G **8442.230US01**

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
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):  
  
 SUPERVALU Holdings, Inc.

Individuals                       Association  
 General Partnership           Limited Partnership  
 Corporation-State of Delaware  
 Other: \_\_\_\_\_

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

2. Name and address of receiving party(ies):  
  
 W. Newell & Co., LLC  
 11840 Valley View Road  
 Eden Prairie, MN 55344-3691

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement           Change of Name  
 Other: \_\_\_\_\_

Execution Date: March 9, 2005

Individual(s) citizenship                       Association  
 General Partnership                               Limited Partnership  
 Corporation-State of \_\_\_\_\_  
 Other: Delaware limited liability company

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

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

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

A. Trademark Application No.(s)/ Mark(s)  
  
 78/574,398 (W. NEWELL & CO. FRESH  
 THINKING SINCE 1937 and Design)

B. Trademark Reg. No.(s)/Mark(s)

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Scott W. Johnston  
 Address: MERCHANT & GOULD P.C.  
P.O. Box 2910  
Minneapolis, MN 55402-0910


6. Total number of applications and trademarks involved: One (1)

7. Total fee (37 CFR 3.41):                      \$40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

DO NOT USE THIS SPACE

9. Signature:  
  
Scott W. Johnston  
 Name of Person Signing



Signature

March 14, 2005  
 Date

Total number of pages including cover sheet, attachments, and document: Two (2)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Director of the United States Patent and Trademark Office  
Washington, D.C. 20231

CHI \$40.00 132725 78574398

**TRADEMARK ASSIGNMENT**

WHEREAS, SUPERVALU Holdings, Inc. (hereinafter "Assignor"), a Delaware corporation having a principal place of business at 11840 Valley View Road, Eden Prairie, Minnesota 55344-3691, is the record owner of U.S. Trademark Application Serial No. 78/574,398 filed on February 24, 2005 for the following mark:



WHEREAS, W. Newell & Co., LLC (hereinafter Assignee"), a Delaware limited liability company having a principal place of business at 11840 Valley View Road, Eden Prairie, Minnesota 55344-3691, the successor to the portion of Assignor's business to which the mark pertains, is desirous of acquiring all right, title and interest in and to said registered United States trademark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in the United States in and to said trademark, said trademark application and any common law rights to said mark, together with the goodwill and other incidents of its business associated with or symbolized by said trademark.

EXECUTED this 9<sup>th</sup> day of March, 2005.

SUPERVALU HOLDINGS, INC.

By: *Stephen P. Kilgriff*

Printed Name: Stephen P. Kilgriff

Title: Vice President

STATE OF MINNESOTA )  
 ) ss.  
COUNTY OF Hennepin )

Subscribed and sworn to before me a Notary Public, this 9<sup>th</sup> day of March, 2005.

*Jennifer Jo Otto*  
Notary Public  
My Commission Expires 1/31/2010



RECORDED: 03/14/2005

TRADEMARK  
REEL: 003065 FRAME: 0441