

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Winery Exchange, Inc.		07/11/2006	CORPORATION: CALIFORNIA

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	New Albertson's, Inc.
<b>Street Address:</b>	250 E. Parkcenter Blvd.
<b>City:</b>	BOISE
<b>State/Country:</b>	IDAHO
<b>Postal Code:</b>	83706
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
Registration Number:	2798490	JENICA PEAK
Registration Number:	2895425	Q
Registration Number:	2588532	Q
Registration Number:	2798492	ORIGIN
Registration Number:	3024541	ORIGINE
Registration Number:	2958689	VOYAGE BY ORIGIN
Registration Number:	2958693	FLOURISH
Registration Number:	2994340	KANGA RESERVE
Registration Number:	3101476	MARQ
Registration Number:	3066824	SIDESHOW
Registration Number:	3105156	SIDESHOW LA ROSA
Registration Number:	3066843	SIDESHOW QUEEN ROMA
Registration Number:	3066842	SIDESHOW THE BARKER
Registration Number:	3066844	SIDESHOW THE JUGGLER

**CH \$465.00 2798490**

Serial Number:	78587965	STORYTELLER
Serial Number:	78595656	THE FRENCHHOUSE
Serial Number:	78511662	THE PUPPETMASTER
Serial Number:	78787966	RJ KING WINGWALKER

**CORRESPONDENCE DATA**

Fax Number: (503)595-5301

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (503) 595-5300

Email: ptotmdocket@klarquist.com

Correspondent Name: Lisa M. Caldwell

Address Line 1: 121 SW Salmon Street

Address Line 2: One World Trade Center, Suite 1600

Address Line 4: Portland, OREGON 97204

ATTORNEY DOCKET NUMBER:	7347-72026-01/LMC
NAME OF SUBMITTER:	Richard J. Polley
Signature:	/Richard J. Polley/
Date:	07/13/2006

**Total Attachments: 2**

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U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Winery Exchange, Inc. ("Assignor")**, a California corporation, hereby conveys, transfers and assigns to **New Albertson's, Inc. ("Assignee")**, a Delaware corporation, effective as of the date hereof, all right, title and interest in the United States in and to the names and trademarks set forth in Exhibit A hereto (including the U.S. Trademark Applications and Registrations therefor), and the goodwill of the business connected with the use of, and symbolized by, the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

Winery Exchange, Inc. represents and warrants that it owns the federal applications and registrations for the names and trademarks set forth in Exhibit A hereto and that to the best of its knowledge, there are no allegations of infringements of the names and trademarks set forth in Exhibit A hereto.

Assignor agrees to execute any further documents as Assignee may reasonably request in order to effect this Assignment.

WINERY EXCHANGE, INC.

By: 

Name: Oliver Colwin

Title: VP, Operations

Date: 11 July 2006

**EXHIBIT A**  
**To U.S. Trademark Assignment**

1. JENICA PEAK – U.S. Federal Registration No. 2798490
2. Q – U.S. Federal Registration No. 2895425
3. Q – U.S. Federal Registration No. 2588532
4. ORIGIN – U.S. Federal Registration No. 2798492
5. ORIGINE – U.S. Federal Registration No. 3024541
6. VOYAGE BY ORIGIN – U.S. Federal Registration No. 2958689
7. FLOURISH – U.S. Federal Registration No. 2958693
8. KANGA RESERVE – U.S. Federal Registration No. 2994340
9. MARQ – U.S. Federal Registration No. 3101476
  
10. SIDESHOW – U.S. Federal Registration No. 3066824
11. SIDESHOW LA ROSA – U.S. Federal Registration No. 3105156
12. SIDESHOW QUEEN ROMA – U.S. Federal Registration No. 3066843
13. SIDESHOW THE BARKER – U.S. Federal Registration No. 3066842
14. SIDESHOW THE JUGGLER – U.S. Federal Registration No. 3066844
15. STORYTELLER – U.S. Federal Application No. 78/587965
16. THE FRENCHHOUSE – U.S. Federal Application No. 78/595656
17. THE PUPPETMASTER – U.S. Federal Application No. 78/511662
  
18. RJ KING WINGWALKER – U.S. Federal Application No. 78/787966

*OPC*  
*✓*

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