

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
Winery Exchange, Inc.		11/01/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	New Albertson's, Inc.		
Street Address:	250 E. Parkcenter Blvd.		
City:	Boise		
State/Country:	IDAHO		
Postal Code:	83706		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78740371	RUBEUS OF LORE	
Serial Number:	78837225	GOUDEN HAVEN	
Registration Number:	3105153	THE CONTORTIONIST	
CORRESPONDENCE DATA			
Fax Number:	(503)595-5301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	7347-76636-01/LMC		
NAME OF SUBMITTER:	Lisa M. Caldwell		

CH \$90.00 78740371

Signature:

/Lisa M. Caldwell/

Date:

11/08/2006

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 registration 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: O.P. Colvin

Name: Oliver P. Colvin

Title: SUP Operations & International

Date: 1 November 2006

SCHEDULE A
To U.S. Trademark Assignment

1. RUBEUS OF LORE – U.S. Federal Application No. 78/740371
2. GOUDEN HAVEN – U.S. Federal Application No. 78/837225
3. THE CONTORTIONIST – U.S. Federal Registration No. 3105153
(formerly App. No. 78/511631)

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