

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Confirmation of Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Albertson's, LLC		06/01/2006	LIMITED LIABILITY COMPANY: DELAWARE
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: 6			
Property Type	Number	Word Mark	
Registration Number:	1446938	3'S A CROWD	
Registration Number:	0931453	LADY LEE	
Registration Number:	1543066	LUCKY	
Registration Number:	1469513	LUCKY PRODUCE 100% FRESH 100% GUARANTEED	
Registration Number:	1320986	MAGNA PAK	
Registration Number:	1409990	THE CALIFORNIA COLLECTION OF FINE WINE	
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:	Richard J. Polley		
Address Line 1:	121 SW Salmon Street		
Address Line 2:	One World Trade Center, Suite 1600		
Address Line 4:	Portland, OREGON 97204		

CH \$165.00 1446938

ATTORNEY DOCKET NUMBER:	7347-76117-01/RJP
NAME OF SUBMITTER:	Richard J. Polley
Signature:	/Richard J. Polley/
Date:	11/14/2006

Total Attachments: 7

source=ALB LLC to NEWALB Step 5#page1.tif
source=ALB LLC to NEWALB Step 5#page2.tif
source=ALB LLC to NEWALB Step 5#page3.tif
source=ALB LLC to NEWALB Step 5#page4.tif
source=ALB LLC to NEWALB Step 5#page5.tif
source=ALB LLC to NEWALB Step 5#page6.tif
source=ALB LLC to NEWALB Step 5#page7.tif

CONFIRMATION OF ASSIGNMENT


WHEREAS, Albertson's LLC, a Delaware limited liability company, having its principal place of business 250 E. Parkcenter Boulevard, West Plaza, Boise, Idaho 83706, owned the trademark registrations and applications set forth in Exhibit A.

WHEREAS, New Albertson's, Inc., a Delaware corporation, having offices at 250 E. Parkcenter Boulevard, Boise, Idaho 83706, did acquire from Albertson's LLC, for good and valuable consideration as set forth in agreements titled AGREEMENT AND PLAN OF MERGER and PURCHASE AND SEPARATION AGREEMENT, each dated January 22, 2006 and RESTRUCTURING AGREEMENT-ALBERTSON'S LLC (Transaction Step 1A), dated June 1, 2006, all rights to those certain trademarks, trademark registrations, and trademark applications specifically set forth on Exhibit A hereto;

NOW, THEREFORE, Albertson's LLC does hereby affirm that, effective June 1, 2006, it did sell, assign, transfer and set over unto New Albertson's, Inc., all of its rights, title and interest in and to the trademarks, trademark registrations, and trademark applications, together with the goodwill of the business symbolized by the marks specifically set forth on Exhibit A hereto.

ALBERTSON'S, LLC

Date: August 2, 2006

By 
Name: Paul G. Rowan
Title: Senior Vice President and General Counsel

Federal Registrations

MARK	REGISTRATION NUMBER
10 FOR \$10 SALE! MIX OR MATCH	2,980,281
ALBERTSONS	0,953,914
ALBERTSONS	2,303,621
ALBERTSONS	0,885,630
ALBERTSONS	0,891,152
ALBERTSONS	0,959,514
A ALBERTSONS & Design	1,073,368
A ALBERTSONS & Design	1,071,250
ALBERTSONS BETTER CARE	2,234,723
ALBERTSONS.COM (in design - @lbertsons.com)	2,306,997
Albertsons Express & Design	2,245,928
BABY BASICS	2,144,905
BEVERAGE BOULEVARD	2,444,658
BRINGING CARE & COMFORT HOME	3,081,923
CLEAR EXCELLENCE	2,142,810
COUNTRY FARMS	2,712,646
COUNTRY FARMS & Design	1,406,965
COUNTRY FARMS & Design	2,312,068
DON VIEJO	2,887,198
ESSENSIA	2,841,843
ESSENTIA	2,615,053
EXPRESS PRESCRIPTION REFILL SERVICES & Design	2,082,392

EXHIBIT A

Page 1 of 6

TRADEMARK
REEL: 003427 FRAME: 0982

MARK	REGISTRATION NUMBER
FASTRANS	1,670,493
FROST	1,993,123
FROST ICE	2,841,680
FROSTED FRUITY	1,870,706
GAS REWARDS & Design	2,542,478
GIVING BACK FOR YOUTH. ONE CART AT A TIME.	2,889,325
GOLDEN AGAVE	2,011,671
GOOD DAY	0,827,274
GOOD DAY	1,062,358
GOOD DAY & Design	1,619,325
HEALTH 'N' HOME	3,081,924
HELPING MAKE YOUR LIFE EASIER	3,079,727
IDENTITY	2,729,799
LUCKY MEANS LOW PRICES	2,193,052
LUCKY REWARDS CARD	2,644,877
LUCKY SAV-ON AMERICAN REWARDS	2,309,841
MAGIC TWINKLES	1,724,735
MAX PAK	1,856,064
METOLIUS	3,004,749
METOLIUS	3,050,766
MIGHTY	1,989,088
ONE CHOICE	2,278,012
PETITE POTIONS	2,624,570

EXHIBIT A

Page 2 of 6

TRADEMARK
REEL: 003427 FRAME: 0983

MARK	REGISTRATION NUMBER
QUICK FIXIN' IDEAS & Design	2,166,761
RON VICARO	2,005,834
SAV-ON	2,896,508
SAV-ON	2,878,084
SAV-ON DRUGS	2,641,391
SAVE-ON-FOODS	1,997,783
SAV-ON DRUGS PHOTO EXPRESS & Design	3,061,404
SIX	2,680,991
SNACK CENTRAL	2,237,766
SOFT CHOICE	2,043,756
SOUR SNAP	2,916,507
THE AMAZING EGG	2,222,050
THE TASTE WILL WIN YOU OVER	2,821,405
TIMBERWOOD	2,518,550
TRUST YOUR INSTINCT	2,689,991
TWO PALMS	3,055,093
USE AS NEEDED.	3,011,202
WHISPER SOFT	2,181,722
WHISPER SOFT IMAGES	2,469,959
3's A CROWD	1,446,938
LUCKY	1,543,066
LUCKY PRODUCE 100% FRESH 100% GUARANTEED (Stylized)	1,469,513
THE CALIFORNIA COLLECTION OF FINE WINE (Stylized)	1,409,990

EXHIBIT A

Page 3 of 6

TRADEMARK
REEL: 003427 FRAME: 0984

MARK	REGISTRATION NUMBER
LADY LEE	931,453
MAGNA PAK	1,320,986

Federal Pending Applications

MARK	APPLICATION NUMBER
AS A PHARMACIST, I RECOMMEND IT. AS A PARENT, I USE IT.	78/550,931
AVENU	78/645,588
CELEBRATE!...LET'S GET THE PARTY STARTED	78/552,846
COCKTAILS 1-2-3	78/750,536
EQUALINE	78/379,410
ESSENSIA	78/265,420
HOMELIFE	78/380,577
HOMELIFE	78/615,232
I.D.	76/260,958
LEAVES AND ARCH DESIGN	78/772,722
PICK OF THE PROS	78/584,727
SAV-ON	75/976,017
SEASONS PROMISE	78/610,194
SPRING AVENUE	78/600,459
VERANDA	78/600,471

EXHIBIT A

Page 4 of 6

TRADEMARK
REEL: 003427 FRAME: 0985

State Registrations

NAME	REGISTRATION NUMBER
10 FOR \$10 SALE! MIX OR MATCH (Maryland)	2004-0055
10 FOR \$10 SALE! MIX OR MATCH (Pennsylvania)	3219150
A + ALBERTSON'S (Florida)	T10237
ALBERTSON'S MARKETPLACE (Idaho)	15,504
ALBERTSONS SAV-ON (California)	54,218
ALBERTSONS SAV-ON & Design (Idaho)	18,291
ALBERTSONS SAV-ON & Design (Colorado)	20051128137
ALBERTSONS SAV-ON & Design (Texas)	800473660
COUNTY LINE LIQUOR (Colorado)	19971150415
GROCERY WAREHOUSE (Colorado)	19971142656
LIQUOR COMMISSARY (California)	19894
MAX (Texas)	57105
MAX FOODS (California)	48,574
MONTE MART GROCERY WAREHOUSE (California)	48573
ONE-STOP KOSHER EXPERIENCE (Illinois)	087732
THE GROCERY WAREHOUSE (California)	10964
THE CALIFORNIA COLLECTION OF FINE WINE (California)	77,232
ADVANTAGE (California)	33,295
LUCKY ORIENTAL KITCHEN (California)	34,163
LUCKY (California)	45,385
LUCKY (California)	40,315

EXHIBIT A

Page 5 of 6

TRADEMARK
REEL: 003427 FRAME: 0986

NAME	REGISTRATION NUMBER
LUCKY (California)	45,384
LUCKY (California)	7
LUCKY (Nevada)	Filing Book: 16 page 851 (16851)
LADY LEE (California)	58,153

EXHIBIT A

Page 6 of 6