

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
John F. Paino		11/07/2005	INDIVIDUAL: UNITED STATES
Robert Bergwall		11/07/2005	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	United Natural Foods, Inc.		
Street Address:	260 Lake Road		
City:	Dayville		
State/Country:	CONNECTICUT		
Postal Code:	06241		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78443407	PRIMACOTTA	
CORRESPONDENCE DATA			
Fax Number:	(401)273-4447		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	401-273-4446		
Email:	cmb@barjos.com		
Correspondent Name:	Cynthia Branca, Barlow, Josephs & Holmes		
Address Line 1:	101 Dyer Street, 5th Floor		
Address Line 4:	Providence, RHODE ISLAND 02903		
ATTORNEY DOCKET NUMBER:	U10T2267US		
NAME OF SUBMITTER:	Cynthia M. Branca		
Signature:	/cynthia m. branca/		
Date:	03/02/2007		

OP \$40.00 78443407

Assignment of Trademark

WHEREAS, John F. Paino and Robert Bergwall, acting as a general partnership (the "Assignor"), is the exclusive owner of the entire right, title, and interest in and to the United States Trademark "PRIMACOTTA," Serial Number 78443407, the application for which was filed on June 29, 2004;

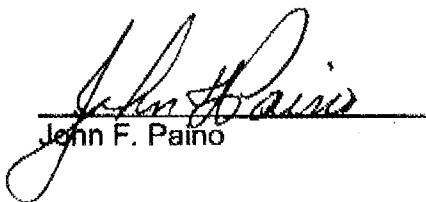
WHEREAS, United Natural Foods, Inc., a corporation duly organized and existing under the laws of the State of Delaware, for the benefit of itself, its successors and assigns (the "Assignee"), wishes to acquire said entire right, title, and interest therein;

NOW WITNESSETH, that for and in consideration of the sum of one (\$1) dollar and other valuable consideration paid unto the Assignor by the Assignee, the receipt of which in full is hereby acknowledged, the Assignor has sold, assigned, and transferred and by these presents does sell, assign, and transfer to the Assignee, its entire right, title, and interest in and to said trademark application together with the good will of the business symbolized by said trademark;

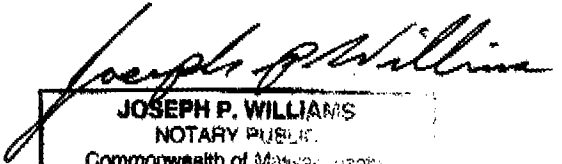
The same to be held and enjoyed by the Assignee, to the full end of the term of said trademark, and any reissues, renewals, or extensions thereof, as are or may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor had this assignment not been made.

And for the hereinbefore mentioned consideration, the Assignor hereby sells, assigns, and transfers unto the Assignee all claims and demands, both at law and in equity, that the Assignor has or may have for damages which may accrue; and the Assignor hereby authorizes and empowers the Assignee to sue for and collect the same, using the Assignor's name as party plaintiff.

IN TESTIMONY WHEREOF, the Assignor has caused the names of its general partners to be signed on the 7 day of November, 2005.


John F. Paino


Robert Bergwall


JOSEPH P. WILLIAMS
NOTARY PUBLIC
Commonwealth of Massachusetts
My Commission Expires