

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
ROUNDY'S SUPERMARKETS, INC.	FORMERLY Roundy's Inc.	03/03/2008	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	SUPERVALU Holdings, Inc.		
Street Address:	11840 Valley View Road		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2152805	VILLAGE MARKET	
CORRESPONDENCE DATA			
Fax Number:	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-336-5300		
Email:	mborg@merchantgould.com		
Correspondent Name:	Scott W. Johnston		
Address Line 1:	PO Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	08442.0397US01		
NAME OF SUBMITTER:	Scott W. Johnston		
Signature:	/SWJ/		
Date:	03/14/2008		

OP \$40.00 2152805

Total Attachments: 1
source=Assignment#page1.tif

ASSIGNMENT OF TRADEMARK

Assignment made by Roundy's Supermarkets, Inc. , a Wisconsin corporation, formerly known as "Roundy's, Inc., with a principal address at 875 East Wisconsin Avenue, Milwaukee, WI 53201 (Assignor), to SUPERVALU Holdings, Inc., a Missouri corporation with a principal address at 11840 Valley View Road, Eden Prairie, MN 55344 (Assignee).

Whereas Assignor has adopted and has used the trademark VILLAGE MARKET (the Mark), and owns United States Trademark Registration No. 2,152,805 for the Mark (the Registration); and

Whereas Assignor has used and is using the Mark on and in connection with the services covered by the Registration, including retail grocery store services; and

Whereas Assignor desires to assign its full right, title, and interest in the Mark, the goodwill of the business symbolized by the Mark, and the Registration to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns to Assignee all of Assignor's right, title, and interest in and to the Mark and the Registration, including any and all common law rights in the Mark, together with the goodwill of the business symbolized by the Mark; any rights that arise from the Registration; all causes of action, past and future, for infringement of the Mark or other violations of the rights assigned hereunder; and all rights to seek other registrations of the Mark in the United States Patent and Trademark Office or elsewhere.

Roundy's Supermarkets, Inc.

By: Edward A. Kelly

Title: Group VP - Legal, Risk + Treasury

Date: 3-3-08