

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
Overwaitea Food Group Limited Partnership		01/27/2009	LIMITED PARTNERSHIP: CANADA
RECEIVING PARTY DATA			
Name:	New Albertson's, Inc.		
Street Address:	11840 Valley View Road		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344-3691		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2660974	SAVE-ON-MORE	
Registration Number:	2705627	SAVE-ON-MORE	
CORRESPONDENCE DATA			
Fax Number:	(952)828-4403		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	952-828-4360		
Email:	IPLegalTeam@Supervalu.com		
Correspondent Name:	Michael J. Blum		
Address Line 1:	11840 Valley View Road		
Address Line 4:	Eden Prairie, MINNESOTA 55344-3691		
NAME OF SUBMITTER:	Karrie Hitchcock		
Signature:	/Karrie Hitchcock/		
Date:	03/05/2009		

OP \$65.00 2660974

Total Attachments: 1
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SAVE-ON-MORE ASSIGNMENT

FOR VALUE RECEIVED, the receipt and sufficiency of which are hereby acknowledged, Overwaitea Food Group Limited Partnership, a Canadian limited partnership and successor in interest to the mark SAVE-ON-MORE from Great Pacific Industries Inc. ^{Ohio} ("Assignor"), hereby sells, transfers, assigns and conveys to New Albertson's, Inc., a Delaware-corporation and successor in interest to the mark SAV-ON from American Stores Company ("Assignee"), its successors and assigns, its entire right, title and interest in the United States to the mark SAVE-ON-MORE and SAVE-ON-MORE and design and United States registration nos. 2,660,974 and 2,705,627, respectively, for the Principal Register therefor (collectively, the "Mark") for membership cards, for promoting customer patronage through the administration of incentive award programs, and for supermarket services in connection with which Assignor has acquired rights in the Mark in the United States, including any common law rights, together with the goodwill associated with the Mark in the United States, and the right to sue and recover damages and profits for past infringements of the Mark in the United States.

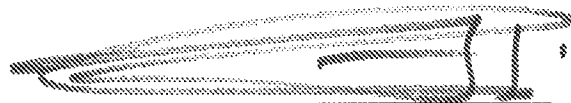
Assignor represents and warrants that it has clear and unencumbered title to the Mark and that it has the full right to convey the entire right, title and interest herein conveyed.

Assignor agrees to cooperate, at Assignee's expense, with Assignee or any successor thereof by executing and delivering any documents that may be necessary to protect, preserve or perfect Assignee's rights in the Mark. This Trademark Assignment shall inure to the benefit of Assignee, its successors and assigns, and be binding upon Assignor, its successors and assigns.

This Trademark Assignment is made this 27th day of January, 2009.

Overwaitea Food Group Limited Partnership,
a Canadian limited partnership

By: _____



Title: PRESIDENT OF OVERWAITEA
FOOD GROUP, A DIVISION OF
OVERWAITEA FOOD GROUP
LIMITED PARTNERSHIP