

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
Jewel Companies, Inc.		02/07/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Acme Markets, Inc.
Street Address:	250 Parkcenter Blvd.
City:	Boise
State/Country:	IDAHO
Postal Code:	83726
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2041975	ACME
Registration Number:	1369567	ACME
Registration Number:	2275601	ACME
Registration Number:	2047800	ACME PHARMACY
Registration Number:	1339708	CORNER DELI
Registration Number:	1170714	FISHERMAN'S NET
Registration Number:	2323538	IVINS'
Registration Number:	0541264	IVINS'
Registration Number:	0789147	LANCASTER BRAND
Registration Number:	1516551	LANCASTER BRAND

CORRESPONDENCE DATA

Fax Number: (208)395-4347
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 208-395-5893

900183489

**TRADEMARK
 REEL: 004471 FRAME: 0386**

OP \$265.00 2041975

Email: IPLegalTeam@Supervalu.com
Correspondent Name: Karrie Hitchcock
Address Line 1: 250 E. Parkcenter Blvd.
Address Line 4: Boise, IDAHO 83706

NAME OF SUBMITTER:	Karrie Hitchcock
Signature:	/Karrie Hitchcock/
Date:	02/09/2011

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, **Jewel Companies, Inc. (“Assignor”)**, a Delaware corporation, hereby conveys, transfers and assigns to **Acme Markets, 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 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.

Jewel Companies, Inc. represents and warrants that it owns the names and trademarks and corresponding federal registrations for 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.

JEWEL COMPANIES, INC.

By:  _____

Name: **John P. Breedlove** _____

Title: **Vice President** _____

Date: **February 7, 2011** _____

EXHIBIT A
To U.S. Trademark Assignment

1. ACME – U.S. Federal Registration No. 2041975
2. ACME & OVAL Design – U.S. Federal Registration No. 1369567
3. ACME (Stylized) – U.S. Federal Registration No. 2275601
4. ACME PHARMACY – U.S. Federal Registration No. 2047800
5. CORNER DELI – U.S. Federal Registration No. 1339708
6. FISHERMAN’S NET – U.S. Federal Registration No. 1170714
7. IVINS’ – U.S. Federal Registration No. 2323538
8. IVINS’ (Stylized) – U.S. Federal Registration No. 0541264
9. LANCASTER BRAND – U.S. Federal Registration No. 0789147
10. LANCASTER BRAND – U.S. Federal Registration No. 1516551

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