

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|----------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Supervalu, Inc. | | 07/18/2012 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Winery Exchange, Inc. | | |
| Street Address: | 500 Redwood Blvd, Suite 200 | | |
| City: | Novato | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94947 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3924065 | ZAMARRO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4153826905 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Email: | trademarks@wineryexchange.com | | |
| Correspondent Name: | Genevieve Burch | | |
| Address Line 1: | 500 Redwood Blvd, Suite 200 | | |
| Address Line 4: | Novato, CALIFORNIA 94947 | | |
| ATTORNEY DOCKET NUMBER: | SUPERVALU ASSIGNMENT | | |
| NAME OF SUBMITTER: | John Gilmer | | |
| Signature: | /John Gilmer/ | | |
| Date: | 07/19/2012 | | |
| Total Attachments: 1 source=Zamarro Assignment#page1.tif | | | |

OP \$40.00 3924065

INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT AGREEMENT (this "Agreement") is entered into by Supervalu, Inc. a Delaware corporation doing business at 11840 Valley View Road, Eden Prairie, Minnesota 55344-3691, and Winery Exchange, a California corporation, doing business at 500 Redwood Boulevard, Suite 200 Novato, California 94947 ("Assignee").

Recitals

Assignor has adopted and is using the trademark ZAMARRO (the "Trademark"), in connection with the goods recited in the registration therefor, which is registered in the United States Patent and Trademark Office as follows:

| TRADEMARK | REGISTRATION NO. | REGISTRATION DATE |
|-----------|------------------|-------------------|
| ZAMARRO | 3924065 | February 22, 2011 |

Assignee wishes to acquire, and Assignor wishes to transfer, Assignor's right, title, and interest in and to the Trademarks and the goodwill of Assignor's business symbolized by the Trademarks.

Assignment

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer to Assignee all of Assignor's right, title, and interest, including common law rights, in and to the Trademarks, together with that portion of the goodwill of Assignor's business symbolized by the Trademarks, and any registrations and renewals for the Trademarks or any variations of the Trademarks that may be secured under any laws or treaties now or hereafter in force in the United States and in all other countries of the world.

Assignor represents and warrants that it has the right to grant all of its rights to Assignee in the Trademarks and that there are no liens, encumbrances, or claims of any kind against the Trademarks or against its title thereto. Assignor further represents and warrants that the grant of rights under this Agreement does not violate the rights of or breach any agreement with any third party.

Assignor agrees to execute, verify, acknowledge, and return, at the request of Assignee, all documents reasonably necessary or desirable to perfect and vest in Assignee all right, title, and interest in and to the Trademarks and all documents reasonably necessary or desirable to protect and enforce such right, title, and interest.

ASSIGNOR

By:

Name

Title:

Date:

Chief Director, WINE & SPIRITS

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