

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
New Albertson's, Inc.		07/18/2012	CORPORATION: OHIO
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: 4			
Property Type	Number	Word Mark	
Registration Number:	3101476	MARQ	
Registration Number:	3160690	STORYTELLER	
Registration Number:	3066824	SIDESHOW	
Registration Number:	2958693	FLOURISH	
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:	NEW ALBERTSON'S ASSIGNMEN		
NAME OF SUBMITTER:	John Gilmer		

OP \$115.00 3101476

Signature:	/John Gilmer/
Date:	07/19/2012
Total Attachments: 2 source=New Albertsons assignment#page1.tif source=New Albertsons assignment#page2.tif	

INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT AGREEMENT (this "Agreement") is entered into by New Albertson's, Inc., an Ohio corporation doing business at 7075 Flying Cloud Dr., Eden Prairie, MN 55344, and Winery Exchange, a California corporation, doing business at 500 Redwood Boulevard, Suite 209 Novato, California 94947 ("Assignee").

Recitals

Assignor has adopted and is using the trademarks attached hereto as Exhibit A (collectively, the "Trademarks"), in connection with the goods recited in the registrations therefor.

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:

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[Handwritten signature]
[Handwritten signature]

EXHIBIT A

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
MARQ	3101476	June 6, 2006
STORYTELLER	3160690	October 17, 2006
SIDESHOW	3066824	March 7, 2005
FLOURISH	2958693	May 31, 2005

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