

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
W. Newell & Co., LLC		03/21/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	GOLDMAN SACHS BANK USA, as Administrative and Collateral Agent		
Street Address:	30 Hudson Street		
Internal Address:	5th Floor		
City:	Jersey City		
State/Country:	NEW JERSEY		
Postal Code:	07302		
Entity Type:	Bank: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3304064	FROM FIELD TO FIRST BITE	
Registration Number:	3162281	THE W. NEWELL ADVANTAGE	
Registration Number:	3118368	W. NEWELL & CO. FRESH THINKING SINCE 1937	
CORRESPONDENCE DATA			
Fax Number:	2127514864		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-906-1200		
Email:	angela.amaru@lw.com		
Correspondent Name:	Angela M. Amaru c/o Latham & Watkins LLP		
Address Line 1:	885 Third Avenue		
Address Line 2:	Suite 1000		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	049646-0106		

CH \$90.00 3304064

NAME OF SUBMITTER:	Angela M. Amaru
Signature:	/s/ Angela M. Amaru
Date:	03/25/2013
Total Attachments: 22 source=SVU Trademark Security Agreement.049646-0106#page1.tif source=SVU Trademark Security Agreement.049646-0106#page2.tif source=SVU Trademark Security Agreement.049646-0106#page3.tif source=SVU Trademark Security Agreement.049646-0106#page4.tif source=SVU Trademark Security Agreement.049646-0106#page5.tif source=SVU Trademark Security Agreement.049646-0106#page6.tif source=SVU Trademark Security Agreement.049646-0106#page7.tif source=SVU Trademark Security Agreement.049646-0106#page8.tif source=SVU Trademark Security Agreement.049646-0106#page9.tif source=SVU Trademark Security Agreement.049646-0106#page10.tif source=SVU Trademark Security Agreement.049646-0106#page11.tif source=SVU Trademark Security Agreement.049646-0106#page12.tif source=SVU Trademark Security Agreement.049646-0106#page13.tif source=SVU Trademark Security Agreement.049646-0106#page14.tif source=SVU Trademark Security Agreement.049646-0106#page15.tif source=SVU Trademark Security Agreement.049646-0106#page16.tif source=SVU Trademark Security Agreement.049646-0106#page17.tif source=SVU Trademark Security Agreement.049646-0106#page18.tif source=SVU Trademark Security Agreement.049646-0106#page19.tif source=SVU Trademark Security Agreement.049646-0106#page20.tif source=SVU Trademark Security Agreement.049646-0106#page21.tif source=SVU Trademark Security Agreement.049646-0106#page22.tif	

GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

This Grant of Security Interest in United States Trademarks, dated as of March 21, 2013, (this "Grant") is made by each of the undersigned grantors (individually, a "Grantor," and, collectively, the "Grantors") in favor of GOLDMAN SACHS BANK USA, in its capacity as Administrative and Collateral Agent for the Credit Parties (in such capacity, the "Grantee").

Whereas, SUPERVALU INC., a Delaware corporation (the "Borrower"), and the Grantors entered into that certain Term Loan Security Agreement dated as of March 21, 2013 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement");

Whereas, this Grant is made to secure the satisfactory performance and payment of all of the Secured Obligations of the Grantors, as such term is defined in the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, each Grantor hereby confirms and reaffirms the prior grant of security interest, and hereby pledges and grants to Grantee, a lien on and security interest in (a) all of such Grantor's right, title and interest in, to and under, all trademarks (including service marks), slogans, logos, certification marks, trade dress, uniform resource locations (URLs), domain names, corporate names and trade names, whether registered or unregistered, owned by or assigned to such Grantor and all registrations and applications for the foregoing (whether statutory or common Law and whether established or registered in the United States or any other country or group of countries or any political subdivision thereof), including, without limitation, the registrations and applications set forth on Schedule A attached hereto (the "Marks"), (b) all rights and privileges arising under applicable law with respect to such Grantor's use of any Marks, (c) all reissues, extensions, continuation and renewals thereof, (d) income, fees, royalties, damages and payments now and hereafter due and/or payable thereunder and with respect thereto, including, without limitation, damages, claims and payments for past, present or future infringements thereof, (e) all of the Goodwill associated with any of the foregoing, (f) rights corresponding thereto throughout the world and (g) rights to sue for past, present and future infringements thereof (collectively, the "Trademark Collateral").

Notwithstanding anything to the contrary contained in this Grant, the security interest created by this Grant shall not extend to any trademark or servicemark applications that have been filed with the U.S. Patent and Trademark Office on the basis of an "intent-to-use" with respect to such trademarks or servicemarks, unless and until a statement of use or amendment to allege use is filed or any other filing is made or circumstances otherwise change so that the interests of the Grantor in such trademarks in no longer on an "intent-to-use" basis, at which time such trademarks and servicemarks shall automatically and without further action by the parties be subject to the security interests and liens granted by such Grantor to Grantee.

Acknowledgement. The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern. Subject to the terms and provisions of the Security Agreement and the security interest granted herein, unless and until an Event of Default shall occur and be continuing, the Grantors shall retain the legal and equitable title to the Trademark Collateral, and shall have the right to use and register the Trademark Collateral in the ordinary course of the business of the Grantors.

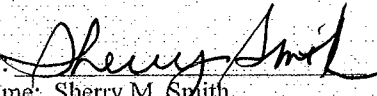
GOVERNING LAW. THIS GRANT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, WITHOUT GIVING EFFECT TO PRINCIPLES OF CONFLICTS OF LAWS THEREOF.

Counterparts. This Grant may be executed in any number of counterparts (and by the different parties hereto on separate counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Grant, or of any amendment or waiver of any provision of this Grant, by facsimile or other electronic imaging means shall be as effective as delivery of a manually executed counterpart of this Grant.

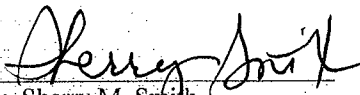
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IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date first above written.

SUPERVALU INC.,
as Grantor

By: 
Name: Sherry M. Smith
Title: Executive Vice President and Chief Financial Officer

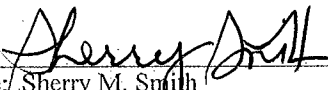
FF ACQUISITION, L.L.C.
FOODARAMA LLC
RICHFOOD, INC.
SUPER RITE FOODS, INC.
SUPERVALU HOLDINGS, INC.
SUPERVALU PHARMACIES, INC.
W. NEWELL & CO., LLC
as Grantor

By: 
Name: Sherry M. Smith
Title: Vice President

MORAN FOODS, LLC
as Grantor

By: _____
Name: Santiago Rocas
Title: Chief Executive Officer

SFW LICENSING CORP.
as Grantor

By: 
Name: Sherry M. Smith
Title: Vice President

GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

NY5727695

TRADEMARK
REEL: 004990 FRAME: 0379

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date first above written.

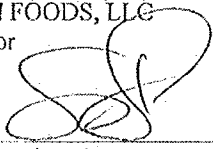
SUPERVALU INC.,
as Grantor

By: _____
Name: Sherry M. Smith
Title: Executive Vice President and Chief Financial Officer

FF ACQUISITION, L.L.C.
FOODARAMA LLC
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SUPERVALU HOLDINGS, INC.
SUPERVALU PHARMACIES, INC.
W. NEWELL & CO., LLC
as Grantor

By: _____
Name: Sherry M. Smith
Title: Vice President

MORAN FOODS, LLC
as Grantor

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Title: Chief Executive Officer

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as Grantor

By: _____
Name: Sherry M. Smith
Title: Vice President

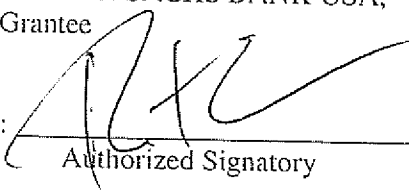
GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

NY 5727695

TRADEMARK
REEL: 004990 FRAME: 0380

GOLDMAN SACHS BANK USA,
as Grantee



By:


Authorized Signatory

Robert Ehudin
Authorized Signatory



SCHEDULE A

U.S. TRADEMARKS

	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
1.	A TASTE FOR EVERYTHING ITALIAN	77476496 5/16/2008	3617335 5/5/2009	REGISTERED	FF Acquisition, L.L.C.
2.	Design Only 	77148503 4/4/2007	3843468 9/7/2010	REGISTERED	FF Acquisition, L.L.C.
3.	FARM FRESH	77920049 1/26/2010	3840836 8/31/2010	REGISTERED	FF Acquisition, L.L.C.
4.	FARM FRESH	77271557 9/5/2007	3697454 10/20/2009	REGISTERED	FF Acquisition, L.L.C.
5.	FARM FRESH	73340382 12/7/1981	1544928 6/20/1989	REGISTERED RENEWED	FF Acquisition, L.L.C.
6.	FARM FRESH	73511769 12/3/1984	1563627 10/31/1989	REGISTERED RENEWED	FF Acquisition, L.L.C.
7.	FARM FRESH FOOD & PHARMACY 	78831950 3/8/2006	3193865 1/2/2007	REGISTERED	FF Acquisition, L.L.C.
8.	FRESH EVENTS BY FARM FRESH	77426307 3/19/2008	3553229 12/30/2008	REGISTERED	FF Acquisition, L.L.C.
9.	PURVEYOR'S CHOICE	77588095 10/8/2008	3626405 5/26/2009	REGISTERED	FF Acquisition, L.L.C.
10.	THE WINE CELLAR AT FARM FRESH	77288513 9/25/2007	3486067 8/12/2008	REGISTERED	FF Acquisition, L.L.C.
11.	THE WINE CELLAR AT THE MARKET	77288503 9/25/2007	3670021 8/18/2009	REGISTERED	FF Acquisition, L.L.C.
12.	TRELLIS & BLOOM, LTD.	78836385 3/14/2006	3263198 7/10/2007	REGISTERED	FF Acquisition, L.L.C.

	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
1.	METRO	78188644 11/25/2002	2791341 12/9/2003	REGISTERED Cancellation proceeding pending	Foodarama LLC

	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
2.	BEING WELL	76621853 11/23/2004	3114739 7/11/2006	REGISTERED	Save-A-Lot Food Stores, Ltd.
3.	BEING WELL BABY	77976602 11/29/2007	3610261 4/21/2009	REGISTERED	Moran Foods, LLC
4.	BEING WELL BABY	77646729 1/9/2009	3775924 4/13/2010	REGISTERED	Moran Foods, LLC
5.	BEING WELL BODY	77374528 1/17/2008	3877289 11/16/2010	REGISTERED	Moran Foods, LLC
6.	FUEL YOUR FAMILY...	77630440 12/10/2008	3650383 7/7/2009	REGISTERED	Moran Foods, LLC
7.	FUEL YOUR FAMILY...FOR LESS THAN A GALLON OF GAS!	77533538 7/29/2008	3580380 2/24/2009	REGISTERED	Moran Foods, LLC
8.	GREAT FOOD GREAT PRICES!	78740589 10/26/2005	3145442 9/19/2006	REGISTERED	Moran Foods, LLC
9.	GREAT FOOD GREAT PRICES!	76134533 9/25/2000	2530995 1/15/2002	REGISTERED RENEWED	Moran Foods, LLC
10.	GREAT FOOD. GREAT PRICES. GREAT PEOPLE.	77521738 7/14/2008	3709851 11/10/2009	REGISTERED	Moran Foods, LLC
11.	JUST LOOK AT THE RECEIPT	78247338 5/8/2003	2815191 2/17/2004	REGISTERED	Moran Foods, LLC
12.	SAL	75620441 1/13/1999	2311736 1/25/2000	REGISTERED RENEWED	Moran Foods, LLC
13.	SAL FOOD STORES 	74593861 11/2/1994	1955935 2/13/1996	REGISTERED RENEWED	Moran Foods, LLC
14.	SAVE A LOT 	78830148 3/6/2006	3193809 1/2/2007	REGISTERED	Moran Foods, LLC
15.	SAVE A LOT	78247361 5/8/2003	2815192 2/17/2004	REGISTERED	Moran Foods, LLC
16.	SAVE A LOT 	78247358 5/8/2003	2813215 2/10/2004	REGISTERED	Moran Foods, LLC


	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
17.	SAVE A LOT 	76262945 5/25/2001	2522594 12/25/2001	REGISTERED RENEWED	Moran Foods, LLC
18.	SAVE A LOT FOOD STORES BREAKFAST FOR 4 OR LESS! LUNCH FOR 4 OR LESS! DINNER FOR 4 OR LESS! GREAT FOOD. GREAT PRICES. GREAT PEOPLE. 	77560533 9/2/2008	3580454 2/24/2009	REGISTERED	Moran Foods, LLC
19.	SAVE-A-LOT	73166723 4/17/1978	1210074 9/21/1982	REGISTERED RENEWED	Moran Foods, LLC
20.	WE UNDERSTAND WHAT'S ON YOUR PLATE	77521734 7/14/2008	3576046 2/17/2009	REGISTERED	Moran Foods, LLC



	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
1.	GREAT VALU	75354182 9/9/1997	2303297 12/28/1999	REGISTERED RENEWED	Richfood, Inc.
2.	TASTE-GREAT	74184358 7/12/1991	1693797 6/9/1992	REGISTERED RENEWED	Richfood, Inc.
3.	RICHFOOD	73254498 3/18/1980	1217143 11/23/1982	REGISTERED RENEWED	Richfood, Inc.

	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
1.	COLOSSAL DONUTS	76634444 3/28/2005	3069978 3/21/2006	REGISTERED	SFW Licensing Corp.
2.	SFW	73456907 12/13/1983	1385507 3/4/1986	REGISTERED RENEWED	SFW Licensing Corp.
3.	SHOPPERS	73733419 6/10/1988	1543972 6/13/1989	REGISTERED	SFW Licensing Corp.
4.	SHOPPERS FOOD & PHARMACY	78659594 6/28/2005	3129223 8/15/2006	REGISTERED	SFW Licensing Corp.


	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
5.	SHOPPERS FOOD WAREHOUSE	73456904 12/13/1983	1305515 11/13/1984	REGISTERED RENEWED	SFW Licensing Corp.
6.	SHOPPERS PHARMACY	77013280 10/4/2006	3315520 10/23/2007	REGISTERED	SFW Licensing Corp.

	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
1.	FOOD RITE	75464879 4/9/1998	2297583 12/7/1999	REGISTERED RENEWED	Super Rite Foods, Inc.

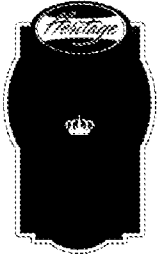
	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
1.	FROM FIELD TO FIRST BITE	78744732 11/1/2005	3304064 10/2/2007	REGISTERED	W. Newell & Co., LLC
2.	THE W. NEWELL ADVANTAGE	78744750 11/1/2005	3162281 10/24/2006	REGISTERED	W. Newell & Co., LLC
3.	W. NEWELL & CO. FRESH THINKING SINCE 1937 	78574398 2/24/2005	3118368 7/18/2005	REGISTERED	W. Newell & Co., LLC

	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
1.	4:15 	77575665 9/22/2008	3674315 8/25/2009	REGISTERED	SUPERVALU INC.
2.	A SMART CHOICE FOR SAVINGS. DOLLAR SMART 	78243633 4/30/2003	2996944 9/20/2005	REGISTERED	SUPERVALU INC.

	Trademark/Image if any	Application Number Application Date	Registration Number Registration Date	Status	Owner
3.	A TASTE OF BLACK HISTORY	85038852 5/14/2010	3886420 12/7/2010	REGISTERED	SUPERVALU INC.
4.	ALLURE	75539052 8/19/1998	2534459 1/29/2002	REGISTERED RENEWED	SUPERVALU INC.
5.	ARTIC SHORES SEAFOOD COMPANY	85492518 12/12/2011	4185858 8/7/2012	REGISTERED	SUPERVALU INC.
6.	ARTIC SHORES SEAFOOD COMPANY 	78916558 6/26/2006	3386833 2/19/2008	REGISTERED	SUPERVALU INC.
7.	AWESOME	76191790 1/2/2001	2576742 6/4/2002	REGISTERED RENEWED	SUPERVALU INC.
8.	BABY BASICS	74655402 4/3/1995	2144905 3/17/1998	REGISTERED RENEWED	SUPERVALU INC.
9.	BAKERY CREATIONS	74547911 7/11/1994	1992381 8/13/1996	REGISTERED RENEWED	SUPERVALU INC.
10.	BARS	74488390 2/9/1994	1888812 4/11/1995	REGISTERED RENEWED	SUPERVALU INC.
11.	BASICS FOR KIDS	77339460 11/28/2007	3546072 12/16/2008	REGISTERED	SUPERVALU INC.
12.	BASICS FOR KIDS	77009933 9/28/2006	3662314 8/4/2009	REGISTERED	SUPERVALU INC.
13.	BASICS FOR KIDS	77009937 9/28/2006	3284349 8/28/2007	REGISTERED	SUPERVALU INC.
14.	BEEF SPOKEN HERE	77651039 1/16/2009	3690577 9/29/2009	REGISTERED	SUPERVALU INC.
15.	BIG RELIEF PRICE CUT	77723677 4/28/2009	3739166 1/19/2010	REGISTERED	SUPERVALU INC.
16.	BUILDING ACTIVE RECOGNIZABLE SERVICE	74488345 2/9/1994	1890123 4/18/1995	REGISTERED RENEWED	SUPERVALU INC.
17.	CARLITA	78322603 11/4/2003	3596476 3/24/2009	REGISTERED	SUPERVALU INC.
18.	CHATTANOOGA CHICKEN 	78275369 7/17/2003	2925006 2/8/2005	REGISTERED	SUPERVALU INC.
19.	CHECK THE PRICE 	77339459 11/28/2007	3449340 6/17/2008	REGISTERED	SUPERVALU INC.
20.	CHERRY CHALLENGERS	78247096 5/8/2003	2978789 7/26/2005	REGISTERED	SUPERVALU INC.




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21.	CHILL-A WHOLE NEW WAY!	78273659 7/14/2003	2901673 11/9/2004	REGISTERED	SUPERVALU INC.
22.	CLEAR EXCELLENCE	75281481 4/25/1997	2142810 3/10/1998	REGISTERED RENEWED	SUPERVALU INC.
23.	COCKTAILS 1-2-3	77474556 5/15/2008	3687017 9/22/2009	REGISTERED	SUPERVALU INC.
24.	COCKTAILS 1-2-3	78750536 11/9/2005	3420176 4/29/2008	REGISTERED	SUPERVALU INC.
25.	COUNTRY STORE	76440834 8/14/2002	2833752 4/20/2004	REGISTERED	SUPERVALU INC.
26.	COUNTY MARKET	78797759 1/24/2006	3158766 10/17/2006	REGISTERED	SUPERVALU INC.
27.	COUNTY MARKET	76541214 8/20/2003	2869022 8/3/2004	REGISTERED	SUPERVALU INC.
28.	COUNTY MARKET	73320866 7/27/1981	1274441 4/17/1984	REGISTERED RENEWED	SUPERVALU INC.
29.	COUNTY MARKET	73320865 7/27/1981	1272976 4/3/1984	REGISTERED RENEWED	SUPERVALU INC.
30.	COUNTY MARKET	73313421 6/5/1981	1282825 6/19/1984	REGISTERED RENEWED	SUPERVALU INC.
31.	COUNTY MARKET	73301808 3/19/1981	1204794 8/10/1982	REGISTERED RENEWED	SUPERVALU INC.
32.	COUNTY MARKET EXPRESS	78426383 5/27/2004	2983260 8/9/2005	REGISTERED	SUPERVALU INC.
33.	COUNTY MARKET PHARMACY	77275565 9/10/2007	3418110 4/29/2008	REGISTERED	SUPERVALU INC.
34.	COUNTYMARKET WE VALUE FRESH . WE VALUE FAMILY WE VALUE YOU! 	78773448 12/14/2005	3224488 4/3/2007	REGISTERED	SUPERVALU INC.
35.	CUB	78280644 7/30/2003	2884303 9/14/2004	REGISTERED	SUPERVALU INC.
36.	CUB	73119200 3/15/1977	1078153 11/22/1977	REGISTERED RENEWED	SUPERVALU INC.
37.	CUB	73327958 9/14/1981	1245515 7/12/1983	REGISTERED RENEWED	SUPERVALU INC.
38.	CUB DISCOUNT LIQUOR	76418275 6/7/2002	2762718 9/9/2003	REGISTERED RENEWED	SUPERVALU INC.
39.	CUB FOODS	73119207 3/15/1977	1082984 1/17/1978	REGISTERED RENEWED	SUPERVALU INC.

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40.	CUB FUEL EXPRESS	78490895 9/28/2004	3035076 12/27/2005	REGISTERED	SUPERVALU INC.
41.	CUB PHARMACY 	78188657 11/25/2002	2821196 3/9/2004	REGISTERED	SUPERVALU INC.
42.	CUB'S BIG YUMMY MUFFIN	78304847 9/24/2003	2905017 11/23/2004	REGISTERED	SUPERVALU INC.
43.	CULINARY CIRCLE	77443676 4/9/2008	3723156 12/8/2009	REGISTERED	SUPERVALU INC.
44.	CULINARY CIRCLE FOOD LOVER'S FOOD	77487463 5/30/2008	3613669 4/28/2009	REGISTERED	SUPERVALU INC.
45.	Design Only 	76422677 6/17/2002	2731716 7/1/2003	REGISTERED	SUPERVALU INC.
46.	Design Only 	72134678 12/26/1961	740377 11/6/1962	REGISTERED RENEWED	SUPERVALU INC.
47.	DON VIEJO	76453869 9/30/2002	2887198 9/21/2004	REGISTERED	SUPERVALU INC.
48.	DR. BOLD	77251390 8/9/2007	---	APPLICATION SUSPENDED	SUPERVALU INC.
49.	ENDLESS BOUQUET	77358304 12/21/2007	3449366 6/17/2008	REGISTERED	SUPERVALU INC.
50.	ENJOYMENT ON THE FLY	85457151 10/26/2011	4227545 10/16/2012	REGISTERED	SUPERVALU INC.
51.	EQUALINE	78379410 3/5/2004	3177770 11/28/2006	REGISTERED	SUPERVALU INC.
52.	ESSENTIAL EVERYDAY	85165277 10/29/2010	4268741 1/1/2013	REGISTERED	SUPERVALU INC.
53.	ESSENTIAL EVERYDAY	85977016 10/29/2010	4200134 8/28/2012	REGISTERED	SUPERVALU INC.
54.	FARM STAND	72243140 4/11/1966	0848743 5/7/1968	REGISTERED	SUPERVALU INC.
55.	FARMSTAND	75305979 6/10/1997	2499262 10/23/2001	REGISTERED	SUPERVALU INC.
56.	FINCA EL ORIGEN	77091781 1/26/2007	3864739 10/19/2010	REGISTERED	SUPERVALU INC.
57.	FLAVORITE	78154616 8/15/2002	3070033 3/21/2006	REGISTERED	SUPERVALU INC.


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58.	FLAVORS YOU CRAVE	77602793 10/29/2008	3684349 9/15/2009	REGISTERED	SUPERVALU INC.
59.	FONTANA D'ITALIA	78787978 1/9/2006	3309379 10/9/2007	REGISTERED	SUPERVALU INC.
60.	FRESH PRODUCE. FRESH PRICES.	85427816 9/21/2011	4135526 5/1/2012	PENDING	SUPERVALU INC.
61.	FRESHNESS GUARANTEED	77198020 6/5/2007	3391238 3/4/2008	REGISTERED	SUPERVALU INC.
62.	FROST	74701127 7/14/1995	1993123 8/13/1996	REGISTERED RENEWED	SUPERVALU INC.
63.	FROSTED FRUITY	74137972 2/11/1991	1870706 12/27/1994	REGISTERED RENEWED	SUPERVALU INC.
64.	GOATS TRAIL	77660697 1/30/2009	3759041 3/9/2010	REGISTERED	SUPERVALU INC.
65.	GOLDEN AGAVE	74705394 7/24/1995	2011671 10/29/1996	REGISTERED	SUPERVALU INC.
66.	GOLDEN GATE VINTNERS	76505007 4/7/2003	2896690 10/26/2004	REGISTERED	SUPERVALU INC.
67.	GOOD THINGS ARE JUST AROUND THE CORNER	77498805 6/13/2008	3573874 2/10/2009	REGISTERED	SUPERVALU INC.
68.	GOOD THINGS IN-STORE	77877407 11/20/2009	3858219 10/5/2010	REGISTERED	SUPERVALU INC.
69.	GOTTA LOVE A SALE	85613356 5/1/2012	4265850 12/25/2012	REGISTERED	SUPERVALU INC.
70.	GOTTA LOVE GREAT DEALS	85613374 5/1/2012	4265851 12/25/2012	REGISTERED	SUPERVALU INC.
71.	GOTTA LOVE LOW PRICES	85580040 3/26/2012	4255398 12/4/2012	REGISTERED	SUPERVALU INC.
72.	GREAT GRILLED TASTE. NOT FUEL WASTE.	77388920 2/5/2008	3518026 10/14/2008	REGISTERED	SUPERVALU INC.
73.	HEALTHY ELEMENTS	77349073 12/11/2007	3517949 10/14/2008	REGISTERED	SUPERVALU INC.
74.	HEALTHY PURSUITS	77543959 8/11/2008	3633012 6/2/2009	REGISTERED	SUPERVALU INC.
75.	HERITAGE 	85578920 3/23/2012	---	APPLICATION SUSPENDED	SUPERVALU INC.
76.	HOMELIFE	77669620 2/16/2009	3934926 3/22/2011	REGISTERED	SUPERVALU INC.


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77.	HOMELIFE	78615232 4/22/2005	3459366 7/1/2008	REGISTERED	SUPERVALU INC.
78.	HOMELIFE	78380577 3/8/2004	3419744 4/29/2008	REGISTERED	SUPERVALU INC.
79.	HORNBACHER'S	78693658 8/16/2005	3144939 9/19/2006	REGISTERED	SUPERVALU INC.
80.	HORNBACHER'S FOODS	78208216 1/29/2003	2862615 7/13/2004	REGISTERED	SUPERVALU INC.
81.	I.D.	76260958 5/21/2001	---	PENDING SUSPENDED	SUPERVALU INC.
82.	INDEPENDENT MINDED	77606199 11/3/2008	3655855 7/14/2009	REGISTERED	SUPERVALU INC.
83.	JAVA DELIGHT	77262711 8/23/2007	3418054 4/29/2008	REGISTERED	SUPERVALU INC.
84.	KANGA RESERVE	78334841 12/1/2003	2994340 9/13/2005	REGISTERED	SUPERVALU INC.
85.	JENICA PEAK	76288057 7/20/2001	2798490 12/23/2003	REGISTERED	SUPERVALU INC.
86.	LANCASTER BRAND	73701989 12/21/1987	1516551 12/13/1988	REGISTERED RENEWED	SUPERVALU INC.
87.	LANCASTER BRAND	72142009 4/11/1962	0789147 5/4/1965	REGISTERED RENEWED	SUPERVALU INC.
88.	LANCASTER BRAND MAKES THE MEAL	74644806 3/10/1995	1986793 6/16/1996	REGISTERED	SUPERVALU INC.
89.	LEARNING LAUNCH 	78177906 10/24/2002	2990243 8/30/2005	REGISTERED	SUPERVALU INC.
90.	LEARNING LAUNCH	76438254 8/7/2002	3021356 11/29/2005	REGISTERED	SUPERVALU INC.
91.	MAPLEWOOD FARMS	85102840 8/9/2010	3934569 3/22/2011	REGISTERED	SUPERVALU INC.
92.	MAPLEWOOD FARMS	78497589 10/11/2004	3045434 1/17/2006	REGISTERED	SUPERVALU INC.
93.	MARCLIFFE	77354633 12/18/2007	3603769 4/7/2009	REGISTERED	SUPERVALU INC.
94.	METOLIUS	76525805 6/25/2003	3004749 10/4/2005	REGISTERED	SUPERVALU INC.
95.	METOLIUS	78558087 2/1/2005	3050766 1/24/2006	REGISTERED	SUPERVALU INC.
96.	MIGHTY	74555854 8/1/1994	1989088 7/23/1996	REGISTERED RENEWED	SUPERVALU INC.
97.	MORE WAYS TO SAVE	77584354 10/2/2008	3606038 4/14/2009	REGISTERED	SUPERVALU INC.



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98.	MOUNTAIN STREAM	77464632 5/2/2008	3592829 3/17/2009	REGISTERED	SUPERVALU INC.
99.	MY COUSIN VINO	77567903 9/11/2008	3690455 9/29/2009	REGISTERED	SUPERVALU INC.
100	NEWMARKET 	74245670 2/12/1992	1721009 9/29/1992	REGISTERED RENEWED	SUPERVALU INC.
101	NUTRITION IQ	77456869 4/24/2008	3588781 3/10/2009	REGISTERED	SUPERVALU INC.
102	O CONNOR'S	74712575 8/8/1995	2042492 3/4/1997	REGISTERED RENEWED	SUPERVALU INC.
103	O' CONNOR'S	77047133 11/17/2006	3271413 7/31/2007	REGISTERED	SUPERVALU INC.
104	ORGANIFY YOUR WORLD	77346477 12/7/2007	3496924 9/2/2008	REGISTERED	SUPERVALU INC.
105	ORIGIN	76288332 7/20/2001	2798492 12/23/2003	REGISTERED	SUPERVALU INC.
106	ORIGINE	78356943 1/23/2004	3024541 12/6/2005	REGISTERED	SUPERVALU INC.
107	PACIFIC FLYWAY	77360329 12/27/2007	3693352 10/6/2009	REGISTERED	SUPERVALU INC.
108	PEER	78157214 8/23/2002	2817071 2/24/2004	REGISTERED	SUPERVALU INC.
109	PERSONAL CONFIDENCE	78785054 1/4/2006	3292045 9/11/2007	REGISTERED	SUPERVALU INC.
110	PICK'D RIPE	77513179 7/2/2008	3659567 7/21/2009	REGISTERED	SUPERVALU INC.
111	PIER 14	75483824 5/12/1998	2229000 3/2/1999	REGISTERED	SUPERVALU INC.
112	PLENTY FOR TWENTY	85374863 7/19/2011	4156872 6/12/2012	REGISTERED	SUPERVALU INC.
113	PLENTY FRESH FOR PLENTY LESS	85279401 3/29/2011	4061607 11/22/2011	REGISTERED	SUPERVALU INC.
114	POLAR BURSTS	77304875 10/16/2007	3517793 10/14/2008	REGISTERED	SUPERVALU INC.
115	PUMP PERKS 	78485177 9/17/2004	3027901 12/13/2005	REGISTERED	SUPERVALU INC.







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116	PUMP PERKY P.P. 	78485175 9/17/2004	3027900 12/13/2005	REGISTERED	SUPERVALU INC.
117	PUNICA	77053535 11/29/2006	3370984 1/15/2008	REGISTERED	SUPERVALU INC.
118	Q	78245287 5/2/2003	2895425 10/19/2004	REGISTERED	SUPERVALU INC.
119	R.J. REED'S	77724193 4/28/2009	3776156 4/13/2010	REGISTERED	SUPERVALU INC.
120	RED OWL	72134679 12/26/1961	740378 11/6/1962	REGISTERED RENEWED	SUPERVALU INC.
121	REFILLADVANTAGE	78728958 10/7/2005	3286994 8/28/2007	REGISTERED	SUPERVALU INC.
122	REWARDING CAREER, FULFILLING LIFE	78641904 6/2/2005	3116772 7/18/2006	REGISTERED	SUPERVALU INC.
123	RJ KING WINGWALKER	78787966 1/9/2006	3186570 12/19/2006	REGISTERED	SUPERVALU INC.
124	RON VICARO	74700901 7/14/1995	2005834 10/8/1996	REGISTERED RENEWED	SUPERVALU INC.
125	S SUPER VALU 	72208783 12/23/1964	797910 10/19/1965	REGISTERED RENEWED	SUPERVALU INC.
126	SAM STORE ACTION MANAGER	77210987 6/20/2007	3434502 5/27/2008	REGISTERED	SUPERVALU INC.
127	SAVINGS YOU'LL LOVE ARE JUST AROUND THE CORNER	77700549 3/27/2009	3669398 8/18/2009	REGISTERED	SUPERVALU INC.
128	SAVOR AND SAVE	85513638 1/11/2012	4186841 8/7/2012	REGISTERED	SUPERVALU INC.
129	SHOPPERS VALUE	78315608 10/20/2003	2934826 3/22/2005	REGISTERED	SUPERVALU INC.
130	SHOPPERS VALUE	73758869 10/21/1988	1569081 12/5/1989	REGISTERED RENEWED	SUPERVALU INC.
131	SIX	76405893 5/6/2002	2680991 1/28/2003	REGISTERED RENEWED	SUPERVALU INC.
132	SMART TIPS FOR LIVING WELL	85594333 4/11/2012	4237643 11/6/2012	REGISTERED	SUPERVALU INC.
133	SMOKEHOUSE RECIPE 	78880779 5/10/2006	3327756 10/30/2007	REGISTERED	SUPERVALU INC.

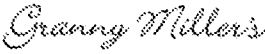


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134	SOFT CHOICE	750101785 5/9/1996	2043756 3/11/1997	REGISTERED RENEWED	SUPERVALU INC.
135	SOUR SNAP	78349542 1/8/2004	2916507 1/4/2005	REGISTERED	SUPERVALU INC.
136	STOCKMAN & DAKOTA	77581162 9/29/2008	3677711 9/1/2009	REGISTERED	SUPERVALU INC.
137	STONE RIDGE CREAMERY	78549003 1/18/2005	3083883 4/18/2006	REGISTERED	SUPERVALU INC.
138	SUPER CHILL	78937287 7/25/2006	3275086 8/7/2007	REGISTERED	SUPERVALU INC.
139	SUPER CHILL	78933106 7/19/2006	3801267 6/8/2010	REGISTERED	SUPERVALU INC.
140	SUPER CHILL	76329694 10/25/2001	3291257 9/11/2007	REGISTERED	SUPERVALU INC.
141	SUPER CRUNCH	78483935 9/15/2004	3088706 5/2/2006	REGISTERED	SUPERVALU INC.
142	SUPERFUSION	77476502 5/16/2008	3530951 11/11/2008	REGISTERED	SUPERVALU INC.
143	SUPERVALU 	78159160 8/29/2002	2812894 2/10/2004	REGISTERED	SUPERVALU INC.
144	SUPERVALU	72153129 9/13/1962	760163 11/12/1963	REGISTERED RENEWED	SUPERVALU INC.
145	SUPERVALU	71671067 8/3/1954	631486 7/24/1956	REGISTERED RENEWED	SUPERVALU INC.
146	SUPERVALU	72003476 2/27/1956	646916 6/11/1957	REGISTERED RENEWED	SUPERVALU INC.
147	SUPERVALU	72003475 2/27/1956	646906 6/11/1957	REGISTERED RENEWED	SUPERVALU INC.
148	SUPERVALU	72002930 2/17/1956	646905 6/11/1957	REGISTERED RENEWED	SUPERVALU INC.
149	SUPERVALU LOGISTICS	77180563 5/14/2007	3443996 6/10/2008	REGISTERED	SUPERVALU INC.
150	SUPERVALU PHARMACIES 	76423049 6/17/2002	2785665 11/25/2003	REGISTERED	SUPERVALU INC.
151	SUPERVALU REALTY	78637153 5/25/2005	3267724 7/24/2007	REGISTERED	SUPERVALU INC.
152	SUPERVALU REALTY A DIVISION OF SUPERVALU INC.	78937290 7/25/2006	3279870 8/14/2007	REGISTERED	SUPERVALU INC.
153	SUPERVALU STORE DESIGN SERVICES	77790128 7/27/2009	3798656 6/8/2010	REGISTERED	SUPERVALU INC.

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154	SUPERVALU UNIVERSITY	77117503 2/27/2007	3351130 12/11/2007	REGISTERED	SUPERVALU INC.
155	SV HARBOR	78162777 9/11/2002	2788805 12/2/2003	REGISTERED	SUPERVALU INC.
156	SVHARBOR 	78380696 3/9/2004	2930907 3/8/2005	REGISTERED	SUPERVALU INC.
157	SVHARBOR	78380692 3/9/2004	2935019 3/22/2005	REGISTERED	SUPERVALU INC.
158	SVOUTFITTER	78953559 8/16/2006	3292358 9/11/2007	REGISTERED	SUPERVALU INC.
159	TASTE THE DIFFERENCE. POCKET THE SAVINGS.	77342771 12/3/2007	3445086 6/10/2008	REGISTERED	SUPERVALU INC.
160	TASTY SAVINGS ARE JUST AROUND THE CORNER	77700556 3/27/2009	3669399 8/18/2009	REGISTERED	SUPERVALU INC.
161	THE AMAZING EGG	75333559 7/31/1997	2222050 2/2/1999	REGISTERED RENEWED	SUPERVALU INC.
162	THE FRENCHHOUSE	78595656 3/25/2005	3113142 7/4/2006	REGISTERED	SUPERVALU INC.
163	THE FIRST BLOOM	78159158 8/29/2002	3013763 11/8/2005	REGISTERED	SUPERVALU INC.
164	THEO P	77089451 1/23/2007	3363012 1/1/2008	REGISTERED	SUPERVALU INC.
165	THRIVE LIVE & EAT WELL	85353001 6/22/2011	4119709 3/27/2012	REGISTERED	SUPERVALU INC.
166	TIENEN DUENDE - "THEY'VE GOT REAL SOUL"	78729158 10/7/2005	3432871 5/20/2008	REGISTERED	SUPERVALU INC.
167	TIMBERWOOD	75916691 2/11/2000	2518550 12/11/2001	REGISTERED RENEWED	SUPERVALU INC.
168	TROPICAL EXPLOSION	78214283 2/13/2003	3432514 5/20/2008	REGISTERED	SUPERVALU INC.
169	URBAN FRESH	77464114 5/2/2008	3573865 2/10/2009	REGISTERED	SUPERVALU INC.
170	VALU EARTH	77316742 10/30/2007	3515192 10/14/2008	REGISTERED	SUPERVALU INC.
171	VALU2-U	77166143 4/26/2007	3406373 4/1/2008	REGISTERED	SUPERVALU INC.
172	VIA VINO	77566424 9/10/2008	3825780 7/27/2010	REGISTERED	SUPERVALU INC.
173	VILLA VENTO	77030546 10/26/2006	3402460 3/25/2008	REGISTERED	SUPERVALU INC.
174	VILLAGE MARKET	75978808 5/22/1997	2319903 2/15/2000	REGISTERED	SUPERVALU INC.

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175	WE MAKE SHOPPING EASY!	78351758 1/14/2004	2923080 2/1/2005	REGISTERED	SUPERVALU INC.
176	WHISPER SOFT	75101789 5/9/1996	2181722 8/18/1998	REGISTERED RENEWED	SUPERVALU INC.
177	WHISPER SOFT IMAGES	75362596 9/25/1997	2469959 7/17/2001	REGISTERED RENEWED	SUPERVALU INC.
178	WHOLECARE PET	77666223 2/9/2009	3904892 1/11/2011	REGISTERED	SUPERVALU INC.
179	WILD HARVEST	78625480 5/9/2005	3138351 9/5/2006	REGISTERED	SUPERVALU INC.
180	WILD HARVEST 	77449117 4/15/2008	3815034 7/6/2010	REGISTERED	SUPERVALU INC.
181	WILD HARVEST	77449116 4/15/2008	3822419 7/20/2010	REGISTERED	SUPERVALU INC.
182	WILD HARVEST	74702903 7/18/1995	2056158 4/22/1997	REGISTERED RENEWED	SUPERVALU INC.
183	YOUR WEEKLY LIST FOR LESS	77683945 3/5/2009	3669380 8/18/2009	REGISTERED	SUPERVALU INC.

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1.	SUPERVALU EXPRESS	78226732 3/18/2003	2874492 8/17/2004	REGISTERED	SUPERVALU Holdings, Inc.
2.	CRESTWOOD BAKERY 	78480726 9/9/2004	3015456 11/15/2005	REGISTERED	SUPERVALU Holdings, Inc.
3.	CRESTWOOD BAKERY 	76286974 7/18/2001	2547355 3/12/2002	REGISTERED	SUPERVALU Holdings, Inc.
4.	CRESTWOOD BAKERY	76412256 5/14/2002	2693083 3/4/2003	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
5.	F	73054353 6/6/1975	1031615 1/27/1976	REGISTERED RENEWED	SUPERVALU Holdings, Inc.

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6.	F 	72252564 8/17/1966	852843 7/16/1968	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
7.	F 	72251416 8/1/1966	858076 10/1/1968	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
8.	F 	72243313 4/13/1966	858088 10/1/1968	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
9.	FESTIVAL FOODS 	76393963 4/11/2001	2688438 2/18/2003	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
10.	FESTIVAL FOODS	76393962 4/11/2002	2688437 2/18/2003	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
11.	FOODLAND	74336056 12/2/1992	2021557 12/10/1996	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
12.	FOODLAND 	74211325 10/11/1991	1707516 8/11/1992	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
13.	FOODLAND	73054354 6/6/1975	1031616 1/27/1976	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
14.	FOODLAND	72256732 10/19/1966	848268 4/30/1968	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
15.	FOODLAND	72164032 3/6/1963	785369 2/16/1965	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
16.	FOODLAND	71669875 7/13/1954	614558 10/18/1955	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
17.	FOODLAND	71363094 3/28/1935	326832 8/6/1935	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
18.	FOODLAND "WHEN YOU'RE HUNGRY FOR DINNER"	77764208 6/19/2009	3739869 1/19/2010	REGISTERED	SUPERVALU Holdings, Inc.
19.	FOODLAND EXPRESS PAPA'S PEPPERONI ROLL	78266354 6/24/2003	2866771 7/27/2004	REGISTERED	SUPERVALU Holdings, Inc.
20.	FOODLAND EXPRESSSSSS	78205748 1/22/2003	2891171 10/5/2004	REGISTERED	SUPERVALU Holdings, Inc.

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21.	FOODLAND FRESH	77606585 11/4/2008	3638580 6/16/2009	REGISTERED	SUPERVALU Holdings, Inc.
22.	FOODLANE	73140907 9/12/1977	1105820 11/7/1978	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
23.	GRANNY MILLER'S 	78528837 12/8/2004	3035653 12/27/2005	REGISTERED	SUPERVALU Holdings, Inc.
24.	HOMEBEST	74334177 11/24/1992	1846413 7/26/1994	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
25.	HOMEBEST	73401008 10/28/1982	1291685 8/28/1984	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
26.	MAPLE TREE FARMS	78736372 10/19/2005	3204676 1/30/2007	REGISTERED	SUPERVALU Holdings, Inc.
27.	MOM'S MEAT LOAF	77370616 1/14/2008	3491972 8/26/2008	REGISTERED	SUPERVALU Holdings, Inc.
28.	NATURE'S BEST	74250858 3/2/1992	1932428 11/7/1995	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
29.	PAY PAK 24 	74348988 1/15/1993	2010359 10/22/1996	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
30.	SENTRY	78402870 4/16/2004	3635362 6/9/2009	REGISTERED	SUPERVALU Holdings, Inc.
31.	SENTRY	74002863 11/16/1989	1850830 8/23/1994	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
32.	SENTRY SIGNATURES	78810677 2/9/2006	3635387 6/9/2009	REGISTERED	SUPERVALU Holdings, Inc.
33.	SENTRY SIGNATURES 	78486730 9/21/2004	3230694 4/17/2007	REGISTERED	SUPERVALU Holdings, Inc.
34.	SHOP 'N SAVE	85141049 9/29/2010	3966222 5/24/2011	REGISTERED	SUPERVALU Holdings, Inc.
35.	SHOP 'N SAVE	73313529 6/8/1981	1326367 3/19/1985	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
36.	SHOP 'N SAVE	73196070 12/7/1978	1326364 3/19/1985	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
37.	SHOP 'N SAVE EXPRESS	78329849 11/19/2003	2979563 7/26/2005	REGISTERED	SUPERVALU Holdings, Inc.
38.	SHOP 'N SAVE FUEL EXPRESS	77051046 11/27/2006	3419192 4/29/2008	REGISTERED	SUPERVALU Holdings, Inc.
39.	SHOP 'N SAVE PERKS	78837978 3/15/2006	3304444 10/2/2007	REGISTERED	SUPERVALU Holdings, Inc.

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40.	SHOP 'N SAVE PHARMACY	78272658 7/10/2003	2860289 7/6/2004	REGISTERED	SUPERVALU Holdings, Inc.
41.	SMART SHOPPERS KNOW...THE MORE YOU SHOP, THE MORE YOU SAVE	77051063 11/27/2006	3279207 8/14/2007	REGISTERED	SUPERVALU Holdings, Inc.
42.	TENDERBEST	77775733 7/7/2009	3739991 1/19/2010	REGISTERED	SUPERVALU Holdings, Inc.
43.	THE MORE YOU SHOP THE MORE YOU SAVE	74174541 6/10/1991	1731826 11/10/1992	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
44.	TOT SPOT	75876464 12/20/1999	2469156 7/17/2001	REGISTERED RENEWED	SUPERVALU Holdings, Inc.
45.	VILLAGE MARKET	75021944 11/20/1995	2152805 4/21/1998	REGISTERED RENEWED	SUPERVALU Holdings, Inc.