

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335309

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Richfood, Inc.		03/16/2015	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Super Rite Foods, Inc.		
Street Address:	11840 Valley View Road		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2303297	GREAT VALU	
Registration Number:	1217143	RICHFOOD	
Registration Number:	1693797	TASTE-GREAT	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612-332-5300		
Email:	slindemeier@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	8442.00000001		
NAME OF SUBMITTER:	Scott W. Johnston		
SIGNATURE:	/SWJ/		
DATE SIGNED:	03/17/2015		
Total Attachments: 2			
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OP \$90.00 2303297

TRADEMARK ASSIGNMENT

WHEREAS, Richfood, Inc., a Corporation organized under the laws of the State of Virginia (hereinafter "Assignor"), having its headquarters at 11840 Valley View Road, Eden Prairie, MN 55344 is the record owner of the United States trademarks and registrations listed in Appendix A.

WHEREAS, Super Rite Foods, Inc., a Corporation organized under the State of Delaware, having its headquarters at 11840 Valley View Road, Eden Prairie, MN 55344 is desirous of acquiring all right, title and interest in and to said registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest in and to said trademarks and said trademark registrations, together with the goodwill and other incidents of its business associated with or symbolized by said trademarks effective on the date of the execution of this Agreement.

Date: 3/16/2015

Richfood, Inc.

By: 

Kimberly Myrdahl
Vice President

Date: 3/16/2015

By: 

Stuart McFarland
Vice President

APPENDIX A

Mark	Reg. No.	Class(es)	Status	Country
GREAT VALU	2303297	35	Registered	United States
RICHFOOD	1217143	1, 3, 6, 16, 25, 29, 30, 31, 32, 34, 42	Registered	United States
TASTE-GREAT	1693797	32	Registered	United States