

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM390782

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SUPERVALU INC.		07/01/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	VIÑA SANTA CAROLINA S.A.		
Street Address:	Til-Til No 2228 Macul		
City:	Santiago		
State/Country:	CHILE		
Entity Type:	Corporation: CHILE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3864739	FINCA EL ORIGEN	
CORRESPONDENCE DATA			
Fax Number:	7032058050		
<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:	7032058000		
Email:	searsk@bskb.com		
Correspondent Name:	Charles Gorenstein		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
DOMESTIC REPRESENTATIVE			
Name:	Birch, Stewart, Kolasch & Birch, LLP		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
NAME OF SUBMITTER:	Charles Gorenstein		
SIGNATURE:	/Charles Gorenstein/		
DATE SIGNED:	07/08/2016		
Total Attachments: 1			
source=2016-07-08 Assignment Supervalu-VSC signed#page1.tif			

OP \$40.00 3864739

U.S. TRADEMARK ASSIGNMENT

FOR VALUE RECEIVED, the receipt and sufficiency of which are hereby acknowledged, SUPERVALU INC., a Delaware corporation ("Assignor"), hereby sells, transfers, assigns and conveys to Viña Santa Carolina S.A. a Chilean company ("Assignee"), effective as of the date thereof, all right, title and interest in the United States in and to the name and trademark FINCA EL ORIGEN (including the U.S. Trademark Registration No. 3,864,739 therefor), and the goodwill 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.

SUPERVALU INC. represents and warrants that it has clear and unencumbered title to the above-identified federal registration and that it has the full and unencumbered right to convey the entire right, title and interest herein conveyed.

Assignor agrees to cooperate, at Assignee's expense, with Assignee or any successor thereof by executing and delivering any documents that may be necessary to protect, preserve or perfect Assignee's rights in the above-identified federal registration. This Trademark Assignment shall inure to the benefit of Assignee, its successors and assigns, and be binding upon Assignor, its successors and assigns.

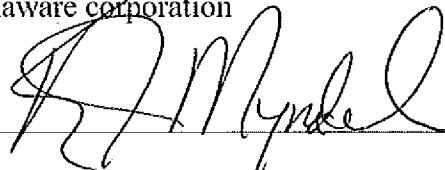
This Trademark Assignment is made this 1st day of July, 2016.

SUPERVALU INC.

a Delaware corporation

By: _____

Name: _____


Kim Myrdahl