

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403356

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900381094		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SUPERVALU Inc.		10/11/2016	Corporation:
RECEIVING PARTY DATA			
Name:	Save-A-Lot Food Stores, Ltd.		
Street Address:	100 Corporate Office Drive		
City:	Earth City		
State/Country:	MISSOURI		
Postal Code:	63045		
Entity Type:	Corporation: BERMUDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75539052	ALLURE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	9528284897		
Email:	iplegalteam@supervalu.com		
Correspondent Name:	Jill Kane		
Address Line 1:	11840 Valley View Road		
Address Line 4:	Eden Prairie, MINNESOTA 55344		
NAME OF SUBMITTER:	Jill Kane		
SIGNATURE:	/Jill Kane/		
DATE SIGNED:	10/26/2016		
Total Attachments: 3			
source=2016102614342574#page1.tif			
source=2016102614342574#page2.tif			
source=2016102614342574#page3.tif			

ASSIGNMENT OF TRADEMARK

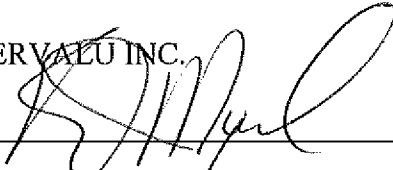
Assignment made by SUPERVALU INC., a Delaware corporation with a principal address at 11840 Valley View Road, Eden Prairie, Minnesota 55344 (Assignor), to Save-A-Lot Food Stores, Ltd., a Bermuda corporation with a principal address at 100 Corporate Office Drive, Earth City, Missouri 63045 (Assignee).

Whereas Assignor has adopted and has used the trademark ALLURE (the Mark), and owns United States Trademark Registration No. 2,534,459 for the Mark (the Registration); and

Whereas Assignor has used and is using the Mark on and in connection with the goods covered by the Registration and for other goods, including paper napkin tissue products; and

Whereas Assignor desires to assign its full right, title, and interest in the Mark, the goodwill of the business symbolized by the Mark, and the Registration to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns to Assignee all of Assignor's right, title, and interest in and to the Mark and the Registration, including any and all common law rights in the Mark, together with the goodwill of the business symbolized by the Mark; any rights that arise from the Registration; all causes of action, past and future, for infringement of the Mark or other violations of the rights assigned hereunder; and all rights to seek other registrations of the Mark in the United States Patent and Trademark Office or elsewhere.

SUPERVALU INC.
By: 
Title: VICE PRESIDENT
Date: 10/26/16