

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM476633

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|---|-------------------------------|---|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| FF ACQUISITION, LLC | | 06/04/2018 | Corporation: |
| RECEIVING PARTY DATA | | | |
| Name: | SUPERVALU LICENSING, LLC | | |
| Street Address: | 11840 VALLEY VIEW ROAD | | |
| City: | EDEN PRAIRIE | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55344 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 9 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3626212 | 1 2 3 4 FOR THE COMMUNITY | |
| Registration Number: | 3840836 | FARM FRESH | |
| Registration Number: | 1544928 | FARM FRESH | |
| Registration Number: | 1563627 | FARM FRESH | |
| Registration Number: | 3193865 | FARM FRESH FOOD & PHARMACY | |
| Registration Number: | 3553229 | FRESH EVENTS BY FARM FRESH | |
| Registration Number: | 4537543 | FRESHNESS YOU DESERVE. SAVINGS YOU EXPECT | |
| Registration Number: | 4894352 | FUEL EXPRESS AT FARM FRESH | |
| Registration Number: | 3486067 | THE WINE CELLAR AT FARM FRESH | |
| 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> | | | |
| Email: | IPLEGALTEAM@SUPERVALU.COM | | |
| Correspondent Name: | SUPERVALU INC | | |
| Address Line 1: | 11840 VALLEY VIEW ROAD | | |
| Address Line 4: | EDEN PRAIRIE, MINNESOTA 55344 | | |
| NAME OF SUBMITTER: | Jill Kane | | |
| SIGNATURE: | /Jill Kane/ | | |

OP \$240.00 3626212

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|-----------------------------|------------|
| DATE SIGNED: | 06/04/2018 |
| Total Attachments: 0 | |

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