

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM540642

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 LICENSING LLC		09/06/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SUPERVALU INC.		
Street Address:	11840 Valley View Road		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88337985	CUB GO!	
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:	612.371.5395		
Email:	cking@merchantgould.com		
Correspondent Name:	Gregory C. Golla		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	8442.749US01		
NAME OF SUBMITTER:	Gregory C. Golla		
SIGNATURE:	/gcg/		
DATE SIGNED:	09/12/2019		
Total Attachments: 2			
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OP \$40.00 88337985

TRADEMARK ASSIGNMENT

WHEREAS, SUPERVALU LICENSING LLC (Delaware) 11840 Valley View Road, Eden Prairie, MINNESOTA 55344 ("Assignor") acquired the right in and to the mark "CUB GO!" (the "Mark") and the corresponding application Serial No. 88337985, filed March 13, 2019;

WHEREAS, prior to the effective date of this Assignment, Assignor was the owner of the entire right, title and interest in the Mark, free and clear of any liens and encumbrances, and the Assignor was the owner of the federal trademark application for the Mark, Serial No. 88337985; and

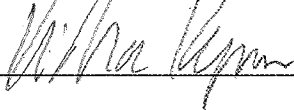
WHEREAS, SUPERVALU INC. (Delaware) with an address of 11840 VALLEY VIEW ROAD, EDEN PRAIRIE, MINNESOTA 55344 ("Assignee"), is desirous of confirming that it has acquired from Assignor all right, title and interest in and to said Mark and trademark registration, and associated goodwill;

NOW THEREFORE, said Assignor hereby confirms and ratifies the assignment of rights stated herein, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, has sold, assigned and transferred, and by these presents does sell, assign and transfer, unto said Assignee, its successors or assigns, its entire right, title and interest, worldwide in and to said Mark, said U.S. registration and all common law trademark rights in said Mark, and with the goodwill and other incidents of its business associated with or symbolized by said Mark. Assignor agrees to take all actions, execute additional documents and to otherwise cooperate as requested by Assignee as is necessary or reasonable to assign, transfer, perfect, record, maintain, register or enforce the rights of Assignee in and to the Mark, at the expense of Assignee.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative.

SUPERVALU LICENSING LLC

By:

_____

Kristina Kepner, Vice President & Assistant Secretary

Dated: 9.6.19_____