

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SUPERVALU INC.		09/13/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kraft Foods Holdings, Inc.		
Street Address:	Three Lakes Drive		
City:	Northfield		
State/Country:	ILLINOIS		
Postal Code:	60093		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1992382	DELI CREATIONS	
CORRESPONDENCE DATA			
Fax Number:	(847)646-5101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	847-646-4074		
Email:	trademark@kraft.com		
Correspondent Name:	Kraft Foods Holdings, Inc.		
Address Line 1:	Three Lakes Drive		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	57547		
NAME OF SUBMITTER:	Maureen R. Smith		
Signature:	/Maureen R. Smith/		
Date:	10/02/2006		

CH \$40.00 1992382

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

Assignment made, effective as of September 13, 2006, by SUPERVALU INC., a Delaware corporation with a principal address at 11840 Valley View Road, Eden Prairie, Minnesota 55344 (Assignor), to Kraft Foods Holdings, Inc., a Delaware corporation with a principal address at 3 Lakes Drive, Northfield, Illinois 60093 (Assignee).

Whereas Assignor has adopted and has used the trademark DELI CREATIONS (the Mark), and owns United States Trademark Registration No. 1,992,382 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 meat and cheese 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: Horton P. Kelgriff

Title: Vice President

Date: 9-21-06