To the Honorable Commissioner of Patents and 1

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ocuments or copy thereof.

Name of conveying party(ies)	Name and address of receiving party(ies)				
Ralston Purina Company \ \ \ \	-() \ Name: Roundy's, Inc.				
<ul> <li>☐ Individual(s)</li> <li>☐ General</li> <li>☐ Limited Partnership</li> <li>☐ Corporation State of Missouri</li> </ul>	Street Address: 23000 Roundy Drive				
☐ Other_ Additional name(s) of conveying parties attached? ☐ Yes ■ No	City: Pewaukee; State: Wisconsin; Zip: 53072				
3. Nature of conveyance:	☐ Individual(s) citizenship				
■ Assignment	☐ Association				
☐ Security Agreement ☐ Change of Name	□ Partnership				
□ Other	☐ Limited Partnership				
	■ Corporation State of Wisconsin  Other				
Execution Date: October 16, 2000	If assignee is not domiciled in the Untied States, a domestic representative designation is attached. ☐ Yes ■ No (Designations must be separate document from Assignment) Additional name(s) & address(es) attached? ☐ Yes ■ No				
4. Application number(s) or registration numb	er(s):				
A. Trademark Application No.	B. Trademark Registration No.				
	2,116,625				
Additional num	nbers attached? □ Yes ■ No				
5. Name and address of party to whom corres	- 6. Total number of applications and				
pondence concerning document should be mailed:	registrations involved: One (1)				
Name: Nicole J. Renouard, Esq.	7. Total fee <u>\$40.00</u>				
Internal Address: Whyte Hirschboeck Dude	k S.C. ■ Enclosed				
Street Address: 111 East Wisconsin Avenue	Authorized to be charged to Deposit Account any underpayment or credit any overpayment				
Suite 2100	8. Deposit Account Number:				
City: Milwaukee State: WI ZIP: 53202-489	232053				
\					
BYRNE 00000174 2116625 DO NO	OT USE THIS SPACE				
40.00\np					
9. Statement and signature.					
	e foregoing information is true and correct and any				
attached copy is a true copy of the original do	cument.				
Nicole J. Renouard	January 10, 2001				
	Signature Date				

Total number of pages including cover sheet, attachments and documents = 2

## **ASSIGNMENT**

WHEREAS, Ralston Purina Company, a Missouri corporation located and doing business at Checkerboard Square, St. Louis, Missouri 63164, has adopted, used and is using a trademark which is registered in the United States Patent and Trademark Office, Registration No. 2,116,625, dated November 25, 1997 for the mark COMMEND; and

WHEREAS, Roundy's, Inc., a Wisconsin corporation located and doing business at 23000 Roundy Drive, Pewaukee, Wisconsin 53072, is desirous of acquiring said trademark and the registration thereof;

NOW, THEREFORE, in consideration of and in exchange for the sum of one dollar and other good and valuable consideration, receipt of which is hereby acknowledged, said Ralston Purina Company does hereby assign unto said Roundy's, Inc. all rights, title and interest in and to the trademark and the said registration, together with the goodwill of the business symbolized by the trademark.

This Assignment is executed at St. Low, Mo, this day of October, 2000.

		RALSTON PURINA COMPANY				
		By:	EJ SU	Cale		
				sem Col		
		Title:	Vice	President		
STATE OF MISSOURI	) ) SS.					
CITY OF ST. LOUIS	)					
Before me, a No	otary Public in and fo	r said State,	on this	day of	October	ب
2000, personally appeare	d Elizabeth	Cohen	, the _	ViceP	resident	·
of Ralston Purina Compa	any, who, being first o	luly sworn, a	acknowledge	d the executi	on of the forego	ing
Assignment on behalf of	the corporation and sta	ited that any	representatio	ns therein are	e true.	

My Commission Expires:

RECORDED: 01/12/2001

KIMBERLY MARRIED

St. Louis County

My Commission Expires

July 15, 2002

TRADEMARK REEL: 002219 FRAME: 0293