

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- ☒ **New**
- ☐ **Resubmission (Non-Recordation)**
Document ID #
- ☐ **Correction of PTO Error**
Reel # Frame #
- ☐ **Corrective Document**
Reel # Frame #

Conveyance Type

- ☐ **Assignment** ☐ **License**
- ☐ **Security Agreement** ☐ **Nunc Pro Tunc Assignment**
- ☐ **Merger** Effective Date
Month Day Year
- ☐ **Change of Name**
- ☒ **Other**

Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- ☐ **Individual** ☐ **General Partnership** ☐ **Limited Partnership** ☒ **Corporation** ☐ **Association**
- ☒ **Other**
- ☐ **Citizenship/State of Incorporation/Organization**

Receiving Party

☐ Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- ☐ **Individual** ☐ **General Partnership** ☐ **Limited Partnership** ☐ **Association**
- ☒ **Corporation** ☐ **Association**
- ☐ **Other**
- ☒ **Citizenship/State of Incorporation/Organization**

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK

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REEL: 002292 FRAME: 0784

FORM PTO-1618B
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Page 2

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number (414) 277-5675

Name

Marta S. Levine

Address (line 1)

Quarles & Brady LLP

Address (line 2)

411 East Wisconsin Avenue

Address (line 3)

Milwaukee, Wisconsin 53202

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

1

Trademark Application Number(s) or Registration Number(s)

Mark If additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

1306234

Number of Properties

Enter the total number of properties involved.

#

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed ☐Deposit Account ☒

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

17-0055

Authorization to charge additional fees:

Yes ☒No ☐**Statement and Signature***To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.*

Marta S. Levine

Marta Levine

July 23, 2001

Name of Person Signing

Signature

Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Roundy's, Inc. (d/b/a Cedarburg Dairy Wisconsin Corporation)
Mark: CEDARBURG
Registration No.: 1306234
Registration Date: November 20, 1984
Secured Party: Bank One, Wisconsin, as agent under that certain General
Intangibles Mortgage and Security Agreement dated as of March
31, 2000
Reel/Frame No.: 2038/0579
Date of Recordation
of Security Interest: May 2, 2000

NOTICE OF RELEASE OF SECURITY INTEREST

Box Assignment - FEE
Director - U.S. Patent and Trademark Office
Washington, D.C. 20231

Dear Sir:

Notice is hereby given that the security interest in the trademark listed above (and in the goodwill of the business symbolized by said trademark) is released as of the date stated below.

Dated: July 18, 2001.

Respectfully submitted,

BANK ONE, WISCONSIN, as agent

By: 

Print/Type Name: Patrick C. O'Connor

Title: First Vice President