

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Packerland Packing Company, Inc.		06/22/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Skippack Creek Corporation
Street Address:	3411 Silverside Road
Internal Address:	103 Baynard Building
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19810
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Registration Number:	2808462	SUPREME VALU SIMPLY BETTER BEEF SIMPLY BETTER VALUE
Registration Number:	2871411	
Registration Number:	2776053	GRAND RIVER RANCH
Registration Number:	2791824	GRAND RIVER RANCH
Registration Number:	2797447	SUPREME VALU

CORRESPONDENCE DATA	
Fax Number:	(202)663-8007
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(202) 663-8000
Email:	caroline.smith@shawpittman.com
Correspondent Name:	Caroline Smith
Address Line 1:	Shaw Pittman LLP
Address Line 2:	2300 N Street, NW
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-1128

CH \$140.00 2808462

ATTORNEY DOCKET NUMBER:

40140.0010

NAME OF SUBMITTER:

Caroline Smith

Total Attachments: 3

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ASSIGNMENT

WHEREAS, PACKERLAND PACKING COMPANY, INC., a Delaware corporation, having an address of 2580 University Avenue, Green Bay, Wisconsin 54311 (hereinafter "ASSIGNOR") adopted, used and is using the trademarks listed in Appendix A hereto and is the record owner of the listed trademark application to register and registrations of said marks.

WHEREAS, Skippack Creek Corporation, a Delaware corporation, having an address of 3411 Silverside Road, 103 Baynard Building, Wilmington, Delaware 19810 (hereinafter "ASSIGNEE"), is desirous of acquiring all rights, title and interest in and to the trademarks listed in Appendix A hereto, the goodwill symbolized thereby, the business associated therewith and the trademark application to register and registrations of said marks.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, ASSIGNOR hereby sells, assigns, transfers and conveys to ASSIGNEE all rights, title and interest in and to the trademarks listed in Appendix A hereto, the goodwill of the business associated therewith, and the trademark application to register and registrations of said marks.

PACKERLAND PACKING COMPANY, INC.

By: Craig A. Liegel
Name: Craig A. Liegel
Title: CFO

(Notarized on next page)

COUNTY OF BROWN)
: SS-
STATE OF WISCONSIN)

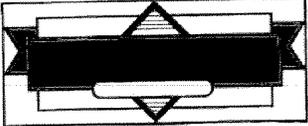
Signed before me this 22nd day of June 2004.

Gail M. Granez
Notary Public

SEAL

My commission expires: Nov. 18, 2007

APPENDIX A

Mark	Country	Status	Application/Registration No.
	USA	Registered	2,808,462
	USA	Pending	78/159553
GRAND RIVER RANCH	USA	Registered	2,776,053
	USA	Registered	2,791,824
SUPREME VALU	USA	Registered	2,797,447