

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Roundy's, Inc.		05/31/2005	CORPORATION: WISCONSIN

**RECEIVING PARTY DATA**

Name:	Roundy's Supermarkets, Inc.
Street Address:	875 East Wisconsin Avenue
Internal Address:	P. O. Box 473
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53201-0473
Entity Type:	CORPORATION:

**PROPERTY NUMBERS Total: 31**

Property Type	Number	Word Mark
Registration Number:	1516884	ADVANTAGE
Registration Number:	1964854	ADVANTAGE PLUS
Registration Number:	1526789	BUYERS' CHOICE
Registration Number:	1482325	BUYERS' CHOICE
Registration Number:	1554332	BUYERS' CHOICE
Registration Number:	1755950	
Registration Number:	1805581	MOR FOR LESS
Registration Number:	942886	OLD TIME
Registration Number:	806997	OLD TIME
Registration Number:	1416822	OLD TIME
Registration Number:	1958170	OLD TIME
Registration Number:	1612551	OLD TIME
Registration Number:	1748744	OLD TIME

CH \$790.00 1516884

Registration Number:	1388449	PICK 'N SAVE
Registration Number:	1391748	PICK 'N SAVE'S
Registration Number:	1857394	PRICE LESS FOODS
Registration Number:	1703187	ROUNDYS
Registration Number:	1187206	ROUNDY'S
Registration Number:	1254205	ROUNDY'S
Registration Number:	937195	ROUNDY'S
Registration Number:	1388749	ROUNDY'S
Registration Number:	1412925	ROUNDY'S
Registration Number:	1626534	ROUNDY'S
Registration Number:	1943818	ROUNDY'S
Registration Number:	1966793	ROUNDY'S
Registration Number:	1736975	SMP ADVERTISING
Serial Number:	78484095	SPEED ZONE SELF CHECKOUT
Serial Number:	78467269	SPEED ZONE
Registration Number:	2087453	SUNNY VALLEY
Registration Number:	2152805	VILLAGE MARKET
Registration Number:	1443606	PICK 'N SAVE

**CORRESPONDENCE DATA**

Fax Number: (414)223-5000  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 414.273.2100  
Email: splagemann@whdlaw.com  
Correspondent Name: Whyte Hirschboeck Dudek S.C.  
Address Line 1: Attn: Suzanne Plagemann  
Address Line 2: 555 East Wells Street, Suite 1900  
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Suzanne Plagemann
Signature:	/suzanneplagemann/
Date:	08/31/2005

Total Attachments: 2  
source=RI- Roundy's Supermarkets, Inc. update cot#page1.tif  
source=RI- Roundy's Supermarkets, Inc. update cot#page2.tif

RECEIVED - DEPT OF  
FINANCIAL INSTITUTIONS  
STATE OF WISCONSIN  
Sec 180.1006  
Wis. Stats.

2005 JUN -3 AM 10:32

State of Wisconsin  
DEPARTMENT OF FINANCIAL INSTITUTIONS  
Division of Corporate & Consumer Services



**ARTICLES OF AMENDMENT – STOCK, FOR-PROFIT CORPORATION**

A. The present corporate name (prior to any change effected by this amendment) is:

Roundy's, Inc.

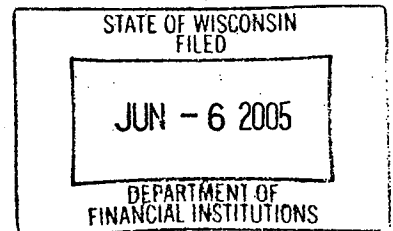
\_\_\_\_\_  
(Enter Corporate Name)

*Text of Amendment (Refer to the existing articles of incorporation and the instructions on the reverse of this form. Determine those items to be changed and set forth the number identifying the paragraph in the articles of incorporation being changed and how the amended paragraph is to read.)*

RESOLVED, THAT the articles of incorporation be amended as follows:

Resolved, that Article I of the Amended and Restated Articles of Incorporation of the Corporation be amended to read as follows:

The name of Corporation is Roundy's Supermarkets, Inc.

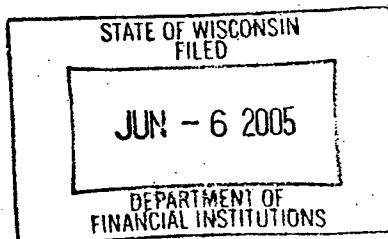


**FILING FEE - \$40.00** See instructions, suggestions and procedures on following pages.

DFI/CORP/4(R02/05/04) Use of this form is voluntary.

1 of 3

TRADEMARK



B. Amendment(s) adopted on May 27, 2005

(Indicate the method of adoption by checking (X) the appropriate choice below.)

- In accordance with sec. 180.1002, Wis. Stats. (By the Board of Directors)
- OR
- In accordance with sec. 180.1003, Wis. Stats. (By the Board of Directors and Shareholders)
- OR
- In accordance with sec. 180.1005, Wis. Stats. (By Incorporators or Board of Directors, before issuance of shares)

C. Executed on May 31, 2005

Title:  President  Secretary  
or other officer title \_\_\_\_\_

Edward G. Kitz  
(Signature)

Edward G. Kitz  
(Printed name)

This document was drafted by Traci A. Murphy  
(Name the individual who drafted the document)

**INSTRUCTIONS** (Ref. sec. 180.1006 Wis. Stats. for document content)

Submit one original and one exact copy to Dept. of Financial Institutions, P O Box 7846, Madison WI, 53707-7846, together with a **FILING FEE of \$40.00** payable to the department. Filing fee is non-refundable. (If sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3<sup>rd</sup> Floor, Madison WI, 53703). The original must include an original manual signature, per sec. 180.0120(3)(c), Wis. Stats. **NOTICE:** This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TDY.