

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
RBF, LLC		10/10/2005	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	Roundy's Supermarkets, Inc.		
Street Address:	875 East Wisconsin Avenue		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53202		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2294543	RAINBOW	
Registration Number:	1459729	RAINBOW	
Registration Number:	1248298	RAINBOW	
Registration Number:	1304312	RAINBOW FOODS	
CORRESPONDENCE DATA			
Fax Number:	(414)223-5000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		
ATTORNEY DOCKET NUMBER:	RI-12604		

CH \$115.00 2294543

NAME OF SUBMITTER:	Suzanne Plagemann
Signature:	/suzanneplagemann/
Date:	10/14/2005
Total Attachments: 2 source=RI-12604 COT Assignment#page1.tif source=RI-12604 COT Assignment#page2.tif	

ASSIGNMENT

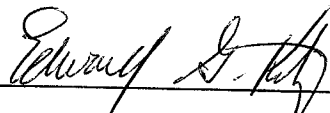
WHEREAS, RBF, LLC (the "Assignor"), a Wisconsin limited liability company with offices located at 875 East Wisconsin Avenue, Milwaukee, WI 53202, is the owner of the trademarks on the attached Schedule A and the related U.S. registrations thereof ("Trademarks"); and

WHEREAS, ROUNDY'S SUPERMARKETS, INC. (the "Assignee"), a Wisconsin corporation with offices located at 875 East Wisconsin Avenue, Milwaukee, WI 53202, is desirous of acquiring said Trademarks and the goodwill attaching thereto as well as the related registrations and common law rights.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration the receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to Assignee all of its right, title and interest in and to the Trademarks, any related registrations and common law rights thereto, together with the good will of the business symbolized by said Trademarks, and in and to any and all causes of action, either in law or in equity, and the right to enforce any rights and to file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of said Trademarks, effective as of the date indicated below

IN WITNESS WHEREOF, the Assignor has executed this Assignment at Milwaukee, Wisconsin this 10th day of October, 2005.

RBF, LLC

By: 
Name: Edward G. Kitz
Title: Vice President

SCHEDULE A

Trademark	U.S. Registration No.
RAINBOW	2,294,543
RAINBOW	1,459,729
RAINBOW	1,248,298
RAINBOW FOODS & Design	1,304,312