

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	05/05/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pamida, Inc.		05/05/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Pamida Stores Operating Co., LLC
Street Address:	8800 F Street
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68127
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2012231	HOMETOWN VALUES
Registration Number:	1124616	PAMIDA
Registration Number:	3061996	SHOP MORE, DRIVE LESS
Registration Number:	3061995	SMALL TRIP, BIG SAVINGS
Serial Number:	76636302	BIG SAVINGS CLOSE TO YOU
Serial Number:	76639349	ULTIMATE VALUE CLOSE TO YOU

CORRESPONDENCE DATA

Fax Number: (612)334-3312
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 6123300495
 Email: jyoung@wck.com
 Correspondent Name: James L. Young
 Address Line 1: 900 Second Avenue South Suite 1400
 Address Line 4: Minneapolis, MINNESOTA 55402

TRADEMARK

900049030

REEL: 003309 FRAME: 0532

OP \$165.00 2012231

ATTORNEY DOCKET NUMBER:	S282.20-0001
NAME OF SUBMITTER:	James L. Young
Signature:	/James L. Young/
Date:	05/16/2006
Total Attachments: 2 source=Pamida Assignment#page1.tif source=Pamida Exhibit A#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Pamida, Inc. ("Pamida"), a corporation organized and existing under the laws of the State of Delaware, with a place of business at 8800 F Street, Omaha, Nebraska, has adopted for its business the trademarks and service marks set forth on the attached Exhibit A.

WHEREAS, Pamida Stores Operating Co., LLC ("Pamida Operating"), a limited liability corporation organized and existing under the laws of the State of Delaware, with a place of business at 8800 F Street, Omaha, Nebraska, desires to acquire said marks and registrations;

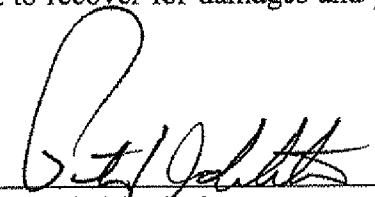
WHEREAS, this Assignment is made in furtherance of the terms of the Contribution Agreement effective May 5, 2006 between Pamida and Pamida Operating; and

WHEREAS, this Assignment is made, nunc pro tunc, effective May 5, 2006, for the purpose of recording the transfer of ownership of said marks and registrations.

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Pamida hereby assigns, transfers and conveys to Pamida Operating all rights, title and interests in and to the marks and registration listed on the attached Exhibit A together with the good will of the business symbolized by said marks, along with the right to recover for damages and profits and all other remedies for past infringements thereof.

Dated: 5/5/06

By: 
Peter G. Vandenhouten
Assistant General Counsel / Secretary
Pamida, Inc.

Dated: 5/5/06

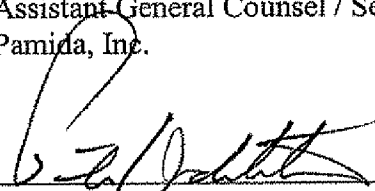
By: 
Peter G. Vandenhouten
Assistant General Counsel / Secretary
Pamida Stores Operating Co., LLC

EXHIBIT A

TRADEMARKS / SERVICE MARKS

MARK	Registration or Serial No.
BIG SAVINGS CLOSE TO YOU	76/636,302
HOMETOWN VALUES	2,012,231
PAMIDA	1,124,616
SHOP MORE, DRIVE LESS	3,061,996
SMALL TRIP, BIG SAVINGS	3,061,995
ULTIMATE VALUE CLOSE TO YOU	76/639,349