

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank (n/k/a JPMorgan Chase Bank, N.A.)		06/06/2007	Collateral Agent:
RECEIVING PARTY DATA			
Name:	Fleming Companies, Inc. (Successor being Roundy's Supermarkets, Inc.)		
Street Address:	6301 Waterford Boulevard		
City:	Oklahoma City		
State/Country:	OKLAHOMA		
Postal Code:	73118		
Entity Type:	CORPORATION: OKLAHOMA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1459729	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-32193		
NAME OF SUBMITTER:	Suzanne Plagemann		
Signature:	/suzanneplagemann/		

CH \$65.00 1459729

Date:

06/12/2007

Total Attachments: 2

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RELEASE OF SECURITY INTERESTS IN TRADEMARKS

In consideration of full payment of all amounts owed under the security agreement dated May 6, 2003 (the "Agreement") recorded at Reel 2810, Frame 0219 between Roundy's Supermarkets, Inc. as successor of the RAINBOW trademarks formerly registered under the name of Fleming Companies, Inc. (the "Corporation"), and JPMorgan Chase Bank (now known as JPMorgan Chase Bank, N.A., the "Lender"), a National Banking Association, and performance by the Corporation of all of its obligations under the Agreement, the Lender hereby releases all security interests, liens and all other rights it has in the U.S. Trademarks listed in Exhibit A attached hereto. This release shall be construed to mean that the Lender releases all security interests, liens and all other rights it may have in any U.S. Trademark Registrations owned, assigned or otherwise held by the Corporation.

JPMORGAN CHASE BANK, N.A.

By: _____

Name: **BARRY BERGMAN**
MANAGING DIRECTOR

Title: _____

Date: June 6, 2007

EXHIBIT A

U.S. TRADEMARKS

<u>Trademark</u>	<u>Registration No.</u>
RAINBOW	1,459,729
RAINBOW FOODS	1,304,312