

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Kenosha Beef International, Ltd.		01/14/2009	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Roundy's Supermarkets, Inc.		
<b>Street Address:</b>	875 E Wisconsin Ave		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53202		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3520207	CHEF'S GRILL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)223-5000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-978-5562		
<b>Email:</b>	splagemann@whdlaw.com		
<b>Correspondent Name:</b>	S Plagemann, Whyte Hirschboeck Dudek SC		
<b>Address Line 1:</b>	555 E Wells St, Ste 1900		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202-3819		
<b>ATTORNEY DOCKET NUMBER:</b>	RI-35787		
<b>NAME OF SUBMITTER:</b>	Suzanne Plagemann		
<b>Signature:</b>	/Suzanne Plagemann/		
<b>Date:</b>	03/10/2009		

CH \$40.00 3520207

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into by and between Kenosha Beef International, Ltd. ("Seller") and Roundy's Supermarkets, Inc. ("Assignee") this 14<sup>th</sup> day of January, 2009.

**WHEREAS**, Seller and Assignee have an on-going business relationship.

**WHEREAS**, Seller, a Wisconsin corporation, is the owner of all right and title to the U.S. Trademark, Chef's Grill and Design, Registration No. 3,520,207 (the "Trademark"). A copy of the Trademark is attached hereto.

**WHEREAS**, Assignee would like to acquire all right, title and interest to the Trademark.

**NOW, THEREFORE**, in consideration of the mutual covenants and agreements contained herein, and for other good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, the parties, each of them intending to be legally bound, hereby agree as follows:

1. Representation and Warranty. Seller represents and warrants that (a) it is the owner of the right and title to the Trademark, (b) as of the date of this Assignment, it is not aware of any claims that the Trademark infringes any proprietary rights of any third parties, (c) it has the ability to sell its right, title and interest in and to the Trademark to the Assignee, (d) it has not and will not create or execute any agreement in conflict herewith, and (e) the Trademark is and will remain for at least thirty days after the effective date of the Assignment in full force and effect.

2. Assignment. Seller hereby assigns, conveys and transfers all of it's right, title and interest in the Trademark and all good will associated therewith to Assignee including all income, royalties, damages and payments now or hereafter due or payable with respect thereto and all causes of action either in law or equity and the right to sue, counterclaim and to recover

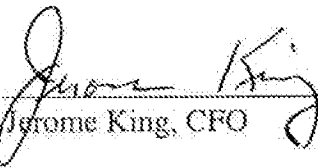
for past, present and future infringement of the rights assigned or to be assigned under this Assignment. Seller hereby agrees to furnish Assignee for filing such notices of assignment with the United States Patent and Trademark Office and shall submit such documents (such as registrant name change agreements) as are necessary to effect the assignment and transfer of the Trademark to Assignee, with all costs to be borne by Assignee. Seller hereby agrees to sign or otherwise execute all such documents necessary to effectuate this Assignment.

IN WITNESS WHEREOF, this Assignment is executed below by an authorized representative of each party.

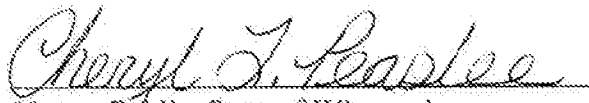
Dated this 14<sup>th</sup> day of January, 2009.

**SELLER:**

KENOSHA BEEF INTERNATIONAL, LTD

By:  \_\_\_\_\_  
Jerome King, CFO

Subscribed and sworn to before me  
this 14<sup>th</sup> day of January, 2009.

  
Notary Public, State of Wisconsin  
My Commission Expires 1-18-2009

ASSIGNEE:

ROUNDY'S SUPERMARKETS, INC.

By: *Edward J. Kelly*  
Group VP - Legal, Risk & Treasury

Subscribed and sworn to before me  
this 17<sup>th</sup> day of February, 2009.

*William J. Kelly*  
Notary Public, State of Wisconsin  
My Commission Expires 12/31/2011

