

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
General Electric Capital Corporation, as Agent		06/20/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Packerland Packing Company, Inc.		
Street Address:	2580 University Avenue		
City:	Green Bay		
State/Country:	WISCONSIN		
Postal Code:	54305		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1906712	PP	
Registration Number:	1914233	SHOWCASE SUPREME	
Registration Number:	1998756	SV	
Registration Number:	2034067	SIMPLY BETTER BEEF	
Serial Number:	75411026	WESTERN VALU	
Serial Number:	75397697	GRAND RIVER	
CORRESPONDENCE DATA			
Fax Number:	(312)993-9767		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312/876-7628		
Email:	linda.kastner@lw.com		
Correspondent Name:	Linda R. Kastner, c/o Latham & Watkins		
Address Line 1:	233 S. Wacker Drive		
Address Line 2:	Suite 5800		
Address Line 4:	Chicago, ILLINOIS 60606		

OP \$165.00 1906712

NAME OF SUBMITTER:	Linda Kastner
Signature:	/lk/
Date:	06/22/2011
Total Attachments: 4 source=Release of Trademarks.Pack#page1.tif source=Release of Trademarks.Pack#page2.tif source=Release of Trademarks.Pack#page3.tif source=Release of Trademarks.Pack#page4.tif	

RELEASE OF TRADEMARKS

THIS RELEASE OF TRADEMARKS is dated as of June 20, 2011 by General Electric Capital Corporation, as Agent ("GECC").

WHEREAS, GECC and Packerland Packing Company, Inc. ("Borrower"), entered into that certain Trademark Security Agreement (the "Trademark Security Agreement"), dated as of July 2, 1999;

WHEREAS, the Trademark Security Agreement granted GECC a security interest in, among other things, certain trademarks, tradenames, trademark registrations, service marks, trade styles, terms, designs and trademark applications ("Trademarks"), including, without limitation, the Trademarks listed on Schedule A attached hereto as security for certain obligations of Borrower to GECC (the "Obligations");

WHEREAS, GECC recorded the Trademark Security Agreement on July 8, 1999 at Reel 001925, Frame 0423 in the United States Patent and Trademark Office; and

WHEREAS, Borrower has satisfied all of the Obligations and has requested that GECC release its security interests in the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, GECC hereby agrees as follows:

GECC hereby fully releases and terminates its security interests in and liens on:

(a) all of Borrower's now existing or hereafter acquired right, title and interest in and to: all Trademarks which are now filed with the U.S. Patent and Trademark Office, any similar office or agency of any state, territory or possession of the United States or Canada or any similar office or agency of any other country or used in the United States, any state, territory or possession thereof including, without limitation, Puerto Rico, or any other country, and (i) any renewals thereof, (ii) all income, royalties, damages and payments now and hereafter due or payable with respect thereto, including, without limitation, payments under all licenses entered into in connection therewith and damages and payments for past or future infringements thereof, (iii) the right to sue for past, present and future infringements thereof, (iv) all documents, packages, prints and labels on which said Trademarks have appeared and all designs and general intangibles of a like nature, and (v) all rights corresponding thereto throughout the world;

(b) the goodwill of Borrower's business connected with or symbolized by Trademarks; and

(c) any and all of the proceeds of any of the foregoing, including, without limitation, any claims by Borrower against third parties for infringement of the Trademarks or of any license with respect thereto.

GECC further agrees, at the sole cost and expense of Borrower, to perform all acts reasonably necessary to effect the release and termination of its security interest and liens, including, but not limited to the recording, filing and entering into any agreements, documents, forms or papers needed to accomplish such release and termination.


IN WITNESS WHEREOF, GECC has caused this Release of Trademarks to be duly executed as of the day and year first above written.

GENERAL ELECTRIC CAPITAL CORPORATION,
AS AGENT

By:

Name:

Title:



Robert M. Brichacek

Duly Authorized Signatory

SCHEDULE A
TO
RELEASE OF TRADEMARKS

010339055.2

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TRADEMARK
REEL: 004567 FRAME: 0723

Packerland Packing Company

TRADEMARK REGISTRATIONS

Mark Reg.	No.	Date
PP	1,906,712	7/18/95
Showcase Supreme	1,914,233	8/22/95
SV	1,998,756	9/3/96
Simply Better Beef	2,034,067	1/28/97
Showcase Supreme (Korea)	331051	1/11/96
Showcase Supreme (Canada)	463558	9/20/96
Showcase Supreme (Japan)	4034221	7/25/97

TRADEMARK APPLICATIONS

Mark	Application No.
Western Valu	75/411,026
Grand River Beef Company	75/397,697

TRADEMARK LICENSES

Name of Agreement	Parties	Date of Agreement
[None]		