

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Security Interest in Trademark Rights

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, as Adminstrative Agent		02/13/2012	Bank: SWITZERLAND

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: 34

Property Type	Number	Word Mark
Registration Number:	1964854	ADVANTAGE PLUS
Registration Number:	3520207	CHEF'S GRILL
Registration Number:	1610853	COPPS
Registration Number:	1610854	COPPS
Registration Number:	1610216	COPPS
Registration Number:	1610215	COPPS
Registration Number:	1610852	COPPS
Registration Number:	1610851	COPPS
Registration Number:	1610855	COPPS
Registration Number:	2213971	COPPS KEY SAVINGS CLUB
Registration Number:	3430520	CUT BACK
Registration Number:	1755950	
Registration Number:	1805581	MOR FOR LESS

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Registration Number:	942886	OLD TIME
Registration Number:	1612551	OLD TIME
Registration Number:	1748744	OLD TIME
Registration Number:	1443606	PICK 'N SAVE
Registration Number:	1857394	PRICE LESS FOODS
Registration Number:	1459729	RAINBOW
Registration Number:	1248298	RAINBOW
Registration Number:	1304312	RAINBOW FOODS
Registration Number:	937195	ROUNDY'S
Registration Number:	1187206	ROUNDY'S
Registration Number:	1254205	ROUNDY'S
Registration Number:	1388749	ROUNDY'S
Registration Number:	1412925	ROUNDY'S
Registration Number:	1626534	ROUNDY'S
Registration Number:	1703187	ROUNDYS
Registration Number:	1943818	ROUNDY'S
Registration Number:	1966793	ROUNDY'S
Registration Number:	1736975	SMP ADVERTISING
Registration Number:	3088671	SPEED ZONE
Registration Number:	3017766	SPEED ZONE SELF CHECKOUT
Registration Number:	3304665	SUNNY VALLEY

CORRESPONDENCE DATA

Fax Number: (800)494-7512
Phone: 202-370-4761
Email: tfahey@nationalcorp.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Thomas Fahey
Address Line 1: 1100 G St NW, Suite 420
Address Line 2: National Corporate Research
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	F137920
NAME OF SUBMITTER:	Courtney J. Mitchell
Signature:	/Courtney J. Mitchell/
Date:	02/13/2012

TRADEMARK

REEL: 004716 FRAME: 0243

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RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS

RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS (this “**Release**”) is made as of the February 13, 2012, between ROUNDY’S SUPERMARKETS, INC., a Wisconsin corporation (the “**Grantor**”) and CREDIT SUISSE AG, Cayman Island Branch, as administrative agent (in such capacity, the “**Administrative Agent**”).

WHEREAS, pursuant to that certain Second Lien Grant of Security Interest in Trademark Rights, dated as of April 16, 2010 (the “**Agreement**”) by the Grantor in favor of the Administrative Agent, Grantor granted to the Administrative Agent, for the benefit of the Administrative Agent, a security interest in all of the Trademarks (as defined in the Agreement), including the Trademarks set forth on Schedule A hereto (the “**Released Trademarks**”);

WHEREAS, the Agreement was recorded with the United States Patent and Trademark Office on April 23, 2010 on Reel 04191, Frame 0818; and

WHEREAS, the Administrative Agent has agreed to release its security interest in the Released Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent does hereby irrevocably terminate and release its security interest in the Released Trademarks granted to the Administrative Agent pursuant to the Agreement, together with all of the goodwill associated therewith, and hereby assigns and transfers to the Grantor, without any representation, warranty, or recourse whatsoever, the Administrative Agent’s entire right, title and interest in and to the Released Trademarks and such goodwill granted to the Administrative Agent pursuant to the Agreement, effective as of the date set forth above. This Release shall be binding upon the Administrative Agent’s legal representative, assigns and successors.

The Administrative Agent authorizes and requests that the United States Commissioner for Trademarks and any other applicable government officer record this Release. This Release shall be governed by, and construed in accordance with, the laws of the State of New York.

[signature page follows]

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be duly executed as of the date first above written.

CREDIT SUISSE AG, CAYMAN ISLANDS
BRANCH, as Administrative Agent

By: 

Name: Shaheen Malik
Title: Vice President

By: 

Name: Kevin Buddhew
Title: Associate

[Signature Page to Release of Security Interest in Trademark Rights]

Schedule A

U.S. Trademarks Registrations

<u>Title of Work</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Owner</u>
ADVANTAGE PLUS	1,964,854	04/02/1996	Roundy's Supermarkets, Inc.
CHEF'S GRILL & Design	3,520,207	10/21/2008	Roundy's Supermarkets, Inc.
COPPS & Design (Bagaroo, the kangaroo)	1,610,853	08/21/1990	Roundy's Supermarkets, Inc.
COPPS & Design (Chops, the dog)	1,610,854	08/21/1990	Roundy's Supermarkets, Inc.
COPPS & Design (Coco, the monkey)	1,610,216	08/14/1990	Roundy's Supermarkets, Inc.
COPPS & Design (I.C., the penguin)	1,610,215	08/14/1990	Roundy's Supermarkets, Inc.
COPPS & Design (Scratch, the cat)	1,610,852	08/21/1990	Roundy's Supermarkets, Inc.
COPPS & Design (The Inspector)	1,610,851	08/21/1990	Roundy's Supermarkets, Inc.
COPPS & Design (Wink, the rabbit)	1,610,855	08/21/1990	Roundy's Supermarkets, Inc.
COPPS KEY SAVING CLUB	2,213,971	12/29/1998	Roundy's Supermarkets, Inc.
CUT BACK and Design	3,430,520	5/20/2008	Roundy's Supermarkets, Inc.
Miscellaneous Design (Mor for Less logo)	1,755,950	03/02/1993	Roundy's Supermarkets, Inc.
MOR FOR LESS	1,805,581	11/16/1993	Roundy's Supermarkets, Inc.
OLD TIME	942,886	09/12/1972	Roundy's Supermarkets, Inc.
OLD TIME	1,612,551	09/11/1990	Roundy's Supermarkets, Inc.
OLD TIME	1,748,744	01/26/1993	Roundy's Supermarkets, Inc.
PICK 'N SAVE	1,443,606	06/16/1987	Roundy's Supermarkets, Inc.
PRICE LESS FOODS	1,857,394	10/04/1994	Roundy's Supermarkets, Inc.
RAINBOW	1,459,729	09/29/2007	Roundy's Supermarkets, Inc.
RAINBOW	1,248,298	08/16/1983	Roundy's Supermarkets, Inc.
RAINBOW FOODS & DESIGN	1,304,312	11/06/1984	Roundy's Supermarkets, Inc.

ROUNDY'S	937,195	07/04/1972	Roundy's Supermarkets, Inc.
ROUNDY'S	1,187,206	01/19/1982	Roundy's Supermarkets, Inc.
ROUNDY'S	1,254,205	10/18/1983	Roundy's Supermarkets, Inc.
ROUNDY'S	1,388,749	04/08/1986	Roundy's Supermarkets, Inc.
ROUNDY'S	1,412,925	10/14/1986	Roundy's Supermarkets, Inc.
ROUNDY'S	1,626,534	12/11/1990	Roundy's Supermarkets, Inc.
ROUNDY'S	1,703,187	07/28/1992	Roundy's Supermarkets, Inc.
ROUNDY'S	1,943,818	12/26/1995	Roundy's Supermarkets, Inc.
ROUNDY'S	1,966,793	04/09/1996	Roundy's Supermarkets, Inc.
SMP ADVERTISING	1,736,975	12/01/1992	Roundy's Supermarkets, Inc.
SPEED ZONE	3,088,671	5/2/2006	Roundy's Supermarkets, Inc.
SPEED ZONE SELF-CHECKOUT & DESIGN	3,017,766	11/22/2005	Roundy's Supermarkets, Inc.
SUNNY VALLEY	3,304,665	10/2/2007	Roundy's Supermarkets, Inc.