

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM366411

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|------------------------------|------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | Release of Security Interest |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------|----------|----------------|-------------|
| JPMORGAN CHASE BANK, N.A. | | 12/18/2015 | Bank: OHIO |

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: 35

| Property Type | Number | Word Mark |
|----------------------|---------|------------------------|
| Registration Number: | 1964854 | ADVANTAGE PLUS |
| Registration Number: | 3520207 | CHEF'S GRILL |
| Registration Number: | 2213971 | COPPS KEY SAVINGS CLUB |
| Registration Number: | 1610851 | COPPS |
| Registration Number: | 1610215 | COPPS |
| Registration Number: | 1610852 | COPPS |
| Registration Number: | 1610216 | COPPS |
| Registration Number: | 1610853 | COPPS |
| Registration Number: | 1610854 | COPPS |
| Registration Number: | 1610855 | COPPS |
| Registration Number: | 3430520 | CUT BACK |
| Registration Number: | 4192268 | MARIANO'S FRESH MARKET |
| Registration Number: | 4237764 | MARIANO'S FRESH MARKET |
| Registration Number: | 1755950 | |
| Registration Number: | 1805581 | MOR FOR LESS |
| Registration Number: | 942886 | OLD TIME |
| Registration Number: | 1612551 | OLD TIME |
| Registration Number: | 1748744 | OLD TIME |
| Registration Number: | 1443606 | PICK 'N SAVE |

TRADEMARK

| Property Type | Number | Word Mark |
|----------------------|---------|--------------------------|
| 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: 8004947512

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 202-370-4750

Email: ipteam@nationalcorp.com

Correspondent Name: Joanna McCall

Address Line 1: 1025 Vermont Ave NW, Suite 1130

Address Line 2: National Corporate Research, LTD

Address Line 4: Washington, D.C. 20005

| | |
|--------------------------------|-----------------|
| ATTORNEY DOCKET NUMBER: | F160253 |
| NAME OF SUBMITTER: | Sonya Jackman |
| SIGNATURE: | /Sonya Jackman/ |
| DATE SIGNED: | 12/18/2015 |

Total Attachments: 4

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U.S. TRADEMARKS RELEASE OF SECURITY INTEREST

THIS RELEASE dated as of December 18, 2015, is by JPMORGAN CHASE BANK, N.A., as Agent (as defined below) for the Lenders. Terms used herein and not otherwise defined shall have the meanings assigned to such terms in the Credit Agreement referred to below.

A. Reference is made to the Asset-Based Revolving Credit Agreement dated as of March 3, 2014, (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among ROUNDY'S SUPERMARKETS, INC., a Wisconsin corporation, as borrower (the "Borrower"), the LENDERS party thereto and JPMORGAN CHASE BANK, N.A., as agent (in such capacity, the "Agent") for the Lenders.

B. Reference is made to the Trademark Security Agreement, dated as of March 3, 2014, (the "Security Agreement"), among the Grantor (as defined in the Security Agreement) in favor of the Agent, pursuant to which, among other things, the Grantor granted a security interest to the Agent, for the benefit of certain secured parties named therein, in, among other things, all right, title, and interest in or to the Trademarks of the Grantor, including those set forth on Schedule A hereto, all goodwill associated with such Trademarks, and all Proceeds of such Trademarks (collectively, the "Trademark Collateral"), which security interest was recorded with the United States Patent & Trademark Office on March 13, 2014 on Reel 5236 Frame 0991.

C. In connection with the termination of the Credit Agreement, the Borrower has informed the Agent of its desire to obtain the release of all right, title and interest of the Agent, the Lenders and each other grantee or beneficiary in and to the Trademark Collateral.

Accordingly, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Agent hereby terminates the Security Agreement and releases and terminates all its right, title, and interest (including, without limitation, security interests) in and to the Trademark Collateral, including, without limitation, the Trademarks set forth on Schedule A attached hereto, the Agent acknowledging that the debt secured thereby has been paid and satisfied in full.

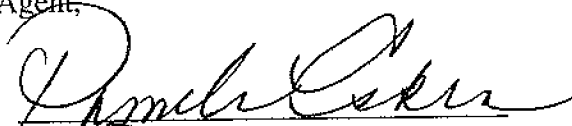
[Signature Page Follows]

IN WITNESS WHEREOF, the Agent has caused this Release to be duly executed by its duly authorized officer as of the day and year above written.

JPMORGAN CHASE BANK, N.A., as

Agent,

By:



Name:

Jamir Esker

Title:

Authorized Officer

Schedule A

U.S. Trademarks

| MARK | REG. NO. | REG. DATE |
|--|-----------------|------------------|
| ADVANTAGE PLUS | 1,964,854 | 04/02/1996 |
| CHEF'S GRILL & Design 3 | 3,520,207 | 10/21/2008 |
| COPPS KEY SAVING CLUB | 2,213,971 | 12/29/1998 |
| COPPS | 1610851 | 08/21/1990 |
| COPPS | 1610215 | 08/14/1990 |
| COPPS | 1610852 | 08/21/1990 |
| COPPS | 1610216 | 08/14/1990 |
| COPPS | 1610853 | 08/21/1990 |
| COPPS | 1610854 | 08/21/1990 |
| COPPS | 1610855 | 08/21/1990 |
| CUT BACK and Design | 3,430,520 | 5/20/2008 |
| MARIANO'S FRESH MARKET | 4,192,268 | 08/04/12 |
| MARIANO'S FRESH MARKET & DESIGN | 4,237,764 | 11/06/12 |
| Miscellaneous Design (Mor for Less logo) | 1,755,950 | 03/02/1993 |
| MOR FOR LESS | 1,805,581 | 11/16/1993 |
| OLD TIME | 942,886 | 09/12/1972 |
| OLD TIME | 1,612,551 | 09/11/1990 |
| OLD TIME | 1,748,744 | 01/26/1993 |
| PICK 'N SAVE | 1,443,606 | 06/16/1987 |
| RAINBOW | 1,459,729 | 09/29/2007 |
| RAINBOW | 1,248,298 | 08/16/1983 |
| RAINBOW FOODS & DESIGN | 1,304,312 | 11/06/1984 |
| ROUNDY'S | 937,195 | 07/04/1972 |
| ROUNDY'S | 1,187,206 | 01/19/1982 |
| ROUNDY'S | 1,254,205 | 10/18/1983 |
| ROUNDY'S | 1,388,749 | 04/08/1986 |
| ROUNDY'S | 1,412,925 | 10/14/1986 |

| MARK | REG. NO. | REG. DATE |
|-------------------------------------|-----------------|------------------|
| ROUNDY'S | 1,626,534 | 12/11/1990 |
| ROUNDY'S | 1,703,187 | 07/28/1992 |
| ROUNDY'S | 1,943,818 | 12/26/1995 |
| ROUNDY'S | 1,966,793 | 04/09/1996 |
| SMP ADVERTISING | 1,736,975 | 12/01/1992 |
| SPEED ZONE | 3,088,671 | 5/2/2006 |
| SPEED ZONE SELF-CHECKOUT and Design | 3,017,766 | 11/22/2005 |
| SUNNY VALLEY | 3,304,665 | 10/2/2007 |