

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
The Bank of New York Mellon	FORMERLY Mellon Bank, N.A.	09/08/2008	banking association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Phoenix Intangibles Holding Company		
Street Address:	4005 Kennett Pike, Suite 200		
City:	Greenville		
State/Country:	DELAWARE		
Postal Code:	19807		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3077014	SNUGGLES	
Registration Number:	3087912	SNUGGLES	
Registration Number:	3077013	SNUGGLE-UPS	
CORRESPONDENCE DATA			
Fax Number:	(614)227-2100		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	614-227-2000		
Email:	ipdocket@porterwright.com		
Correspondent Name:	Karen K. Hammond		
Address Line 1:	41 South High Street		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:	3998049-159738		
NAME OF SUBMITTER:	Karen K. Hammond		

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TRADEMARK
REEL: 003848 FRAME: 0228

Signature:	/karenkhammond/
Date:	09/08/2008
Total Attachments: 2 source=Giant Eagle Release 9-08#page1.tif source=Giant Eagle Release 9-08#page2.tif	

RELEASE OF SECURITY INTEREST IN TRADEMARKS

The Bank of New York Mellon, formerly known as Mellon Bank, N.A., One Mellon Center, Room 151-4535, Pittsburgh, Pennsylvania 15258, by and through its duly authorized officer, hereby releases and discharges its security interest in all of the right, title and interest of Phoenix Intangibles Holding Company, in and to the trademarks, service marks, and trademark and service mark registrations set forth on Schedule A hereto, which security interest was granted pursuant to a certain Trademark Security Agreement dated August 6, 2002 and recorded beginning at Reel 2558, Frame 0157 of the records of the United States Patent and Trademark Office.

IN WITNESS WHEREOF, the undersigned, by its duly authorized officer, has caused this instrument to be executed this 8th day of September, 2008.

Signed and acknowledged
in the presence of:

Ms. Veera M. Sigamforia

Signed Name

VEERA M. SIGAMFORIA

Printed Name

D. Kimberly Kiesel

Signed Name

D. Kimberly Kiesel

Printed Name

THE BANK OF NEW YORK MELLON
f/k/a Mellon Bank, N.A.

By: David B. Wirl

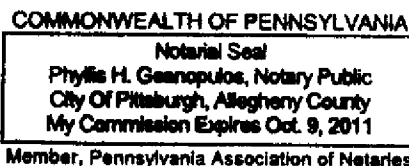
Its: VICE PRESIDENT

STATE OF PENNSYLVANIA
COUNTY OF ALLEGHENY, SS:

On this 8th day of September, 2008, before me, a Notary Public in and for said County and State, personally appeared DAVID B. WIRL, who acknowledged himself to be VICE PRESIDENT of The Bank of New York Mellon, the company which executed the foregoing instrument and who acknowledged that he, as such officer of said company, being duly authorized by the Board of Directors of said company, did execute the foregoing instrument for and on behalf of said company and that such signing is the free act and deed of said company for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

Phyllis H. Geanopoulos
Notary Public



SCHEDULE A

MARK	REGISTRATION NO.	SERIAL NUMBER
SNUGGLE-UPS	3077013	76/331,211
SNUGGLES	3077014	76/331,212
SNUGGLES	3087912	76/357,296