

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM366411

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.

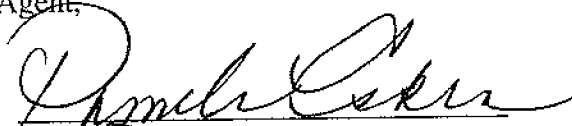
[Signature Page Follows]

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:

Jamik 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