

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
Bear Stearns Corporate Lending Inc.		03/26/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	BI-LO Brands, Inc.
Street Address:	300 Delaware Avenue
Internal Address:	Suite 1202
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 51

Property Type	Number	Word Mark
Registration Number:	2196594	A DELICIOUS EXPERIENCE
Registration Number:	2216708	A DELICIOUS EXPERIENCE
Registration Number:	2487222	BABY BONUS CLUB
Registration Number:	2499995	BABY BONUS CLUB
Registration Number:	1880217	BI-LO
Registration Number:	1888664	BI-LO
Registration Number:	2123620	BI-LO
Registration Number:	1881026	BI-LO
Registration Number:	1929328	BI-LO
Registration Number:	2286598	BI-LO BABY BULL
Registration Number:	2110820	BI-LO BABY BULL BUDDIES
Registration Number:	2112406	THE BI-LO BABY BULL BUDDIES
Registration Number:	2471492	BI-LO BOOSTERS

CH \$1290.00 2196594

Registration Number:	2507114	BI-LO BUILDING BLOCKS
Registration Number:	2113043	BONUSCARD
Registration Number:	2200184	BONUSCARD
Registration Number:	2408652	THE DRUGSTORE AT BI-LO
Registration Number:	2558804	FOOD \$MART
Registration Number:	2558805	FOOD \$MART PANTRY OUTLET STORE
Registration Number:	2558806	FOOD \$MART PANTRY OUTLET STORE
Serial Number:	78489798	GIMME FIVE
Serial Number:	78499252	GIMME FIVE!
Serial Number:	78499257	GIMME FIVE 5!
Registration Number:	2074813	GOLD STAR MEATS
Registration Number:	2074812	GOLD STAR MEATS
Registration Number:	2493064	GUARANTEED FRESH "OR I'LL DOUBLE YOUR MONEY BACK".
Registration Number:	2535211	GUARANTEED FRESH "OR I'LL DOUBLE YOUR MONEY BACK".
Registration Number:	1529949	HARVEST CHOICE
Registration Number:	2167798	HARVEST CHOICE
Registration Number:	2448346	HARVEST CHOICE
Registration Number:	2398127	IT'S THE RIGHT PRESCRIPTION
Registration Number:	2282059	NATURAL TOUCH
Serial Number:	78489800	PLUS ONE AND DONE
Serial Number:	78499260	PLUS 1 AND DONE
Serial Number:	78499262	PLUS 1 AND DONE
Registration Number:	2725241	QUALITY DOESN'T HAVE TO BE EXPENSIVE
Registration Number:	1004397	RED FOOD STORES
Registration Number:	2216656	SOUTHERN HEARTH
Registration Number:	2270881	SOUTHERN HEARTH
Registration Number:	1661254	THE NAME FITS
Registration Number:	2361097	VINCE'S
Registration Number:	2359032	VINCE'S AT BI-LO
Registration Number:	2361096	VINCE'S AT BI-LO
Registration Number:	2369693	VINCE'S AT BI-LO
Registration Number:	1498129	V-I-N-C-E-S V
Registration Number:	1886248	WALTER'S

Registration Number:	1886247	WALTER'S
Registration Number:	2355276	WALTER'S WAY
Registration Number:	2491887	WALTER'S WAY
Serial Number:	76228250	WEE TALK
Registration Number:	2274182	

CORRESPONDENCE DATA

Fax Number: (804)344-7999

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 804-788-8523

Email: HWRITM@hunton.com

Correspondent Name: Edward T. White

Address Line 1: 951 East Byrd Street

Address Line 4: Richmond, VIRGINIA 23219-4074

ATTORNEY DOCKET NUMBER:	65193.001008
NAME OF SUBMITTER:	Edward T. White
Signature:	/Edward T. White/
Date:	04/25/2007

Total Attachments: 3
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RELEASE OF GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, BEAR STEARNS CORPORATE LENDING INC. ("Secured Party") does hereby terminate and release its interest and rights in:

(a) that certain Grant of Security Interest in Trademark Rights dated August 31, 2005 entered into with BI-LO BRANDS, INC. which was recorded with the United States Patent and Trademark Office on October 5, 2005 at reel/frame 3170/0389; and

(b) all marks assigned to Secured Party under the Grant of Security Interest in Trademark Rights including those listed on Exhibit A hereto.

Dated: March 26, 2007

Secured Party

BEAR STEARNS CORPORATE LENDING
INC.

By: 

Name: VICTOR BULZACCHELLI
Title: VICE PRESIDENT

EXHIBIT A
to
RELEASE OF GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS

Released Marks

<u>Trademark</u>	<u>Registration or Serial Number</u>
A DELICIOUS EXPERIENCE	2,196,594
A DELICIOUS EXPERIENCE	2,216,708
BABY BONUS CLUB	2,487,222
BABY BONUS CLUB	2,499,995
BI-LO	1,880,217
BI-LO	1,888,664
BI-LO and Baby Bull Design	2,123,620
BI-LO and Design	1,881,026
BI-LO and Design	1,929,328
BI-LO BABY BULL	2,286,598
BI-LO BABY BULL BUDDIES	2,110,820
BI-LO BABY BULL BUDDIES, THE and Design	2,112,406
BI-LO BOOSTERS	2,471,492
BI-LO BUILDING BLOCKS	2,507,114
BONUSCARD	2,113,043
BONUSCARD	2,200,184
DRUGSTORE AT BI-LO, THE	2,408,652
FOOD \$MART	2,558,804
FOOD \$MART PANTRY OUTLET STORE	2,558,805
FOOD \$MART and Design	2,558,806
GIMME FIVE	78/489,798
GIMME FIVE!	78/499,252
GIMME FIVE 5! Stylized and Design	78/499,257
GOLD STAR MEATS	2,074,813
GOLD STAR MEATS and Design	2,074,812
GUARANTEED FRESH OR "I'LL DOUBLE YOUR MONEY BACK"	2,493,064
GUARANTEED FRESH OR "I'LL DOUBLE YOUR MONEY BACK"	2,535,211
HARVEST CHOICE	1,529,949
HARVEST CHOICE	2,167,798
HARVEST CHOICE	2,448,346
IT'S THE RIGHT PRESCRIPTION	2,398,127
NATURAL TOUCH	2,282,059
PLUS ONE & DONE	78/489,800
PLUS 1 AND DONE Stylized and Design	78/499,260
PLUS 1 AND DONE	78/499,262
QUALITY DOESN'T HAVE TO BE EXPENSIVE	2,725,241

RED FOOD STORES	1,004,397
SOUTHERN HEARTH	2,216,656
SOUTHERN HEARTH	2,270,881
STICK FIGURE DESIGN	2,274,182
THE NAME FITS	1,661,254
VINCE'S	2,361,097
VINCE'S AT BI-LO	2,359,032
VINCE'S AT BI-LO	2,361,096
VINCE'S AT BI-LO	2,369,693
VINCE'S Stylized and Design	1,498,129
WALTER'S	1,886,248
WALTER Stylized	1,886,247
WALTER'S WAY	2,355,276
WALTER'S WAY Stylized and Design	2,491,887
WEE TALK	76/228,250