

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Deutsche Bank Trust Company Americas		03/09/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	BI-LO, LLC		
Street Address:	211 Bi-Lo Boulevard		
City:	Greenville		
State/Country:	SOUTH CAROLINA		
Postal Code:	29607		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 42			
Property Type	Number	Word Mark	
Registration Number:	3513555	BECAUSE IT MATTERS TO YOU	
Registration Number:	1880217	BI-LO	
Registration Number:	1888664	BI-LO	
Registration Number:	3981153	BI-LO	
Registration Number:	1881026	BI-LO	
Registration Number:	1929328	BI-LO	
Registration Number:	2471492	BI-LO BOOSTERS	
Registration Number:	2283543	BI-LO CENTER	
Registration Number:	2283544	BI-LO CENTER	
Registration Number:	2352172	BI-LO CENTER	
Registration Number:	2355580	BI-LO CENTER	
Registration Number:	2366599	BI-LO CENTER	
Registration Number:	2410977	BI-LO CENTER	
Registration Number:	2282004	BI-LO CENTER	

TRADEMARK

Registration Number:	2283754	BI-LO CENTER
Registration Number:	2352270	BI-LO CENTER
Registration Number:	2355634	BI-LO CENTER
Registration Number:	2423634	BI-LO CENTER
Registration Number:	2113043	BONUSCARD
Registration Number:	2200184	BONUSCARD
Registration Number:	3162765	BOOSTERSPLUS
Registration Number:	3253289	BOOSTERSPLUS CARING. GIVING. MAKING A DIFFERENCE. BI-LO
Registration Number:	2558804	FOOD \$MART
Registration Number:	3018008	GIMME FIVE 5!
Registration Number:	2074813	GOLD STAR MEATS
Registration Number:	2074812	GOLD STAR MEATS
Registration Number:	1529949	HARVEST CHOICE
Registration Number:	2398127	IT'S THE RIGHT PRESCRIPTION
Registration Number:	3078848	PLUS 1 AND DONE
Registration Number:	3078847	PLUS 1 AND DONE
Registration Number:	2232549	SOUTHERN HOME
Registration Number:	2383950	SOUTHERN HOME
Registration Number:	3369108	SUPER BI-LO
Registration Number:	3506198	SUPER BI-LO
Registration Number:	2408652	THE DRUGSTORE AT BI-LO
Registration Number:	1661254	THE NAME FITS
Registration Number:	1886248	WALTER'S
Registration Number:	1886247	WALTER'S
Registration Number:	2355276	WALTER'S WAY
Registration Number:	2491887	WALTER'S WAY
Registration Number:	3037028	WEE TALK
Registration Number:	3341302	

CORRESPONDENCE DATA

Fax Number: (650)213-8158

Phone: 6502130300

Email: cishihara@whitecase.com

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

Correspondent Name: White & Case LLP / Christina Ishihara

TRADEMARK
REEL: 004734 FRAME: 0227

Address Line 1: 3000 El Camino Real, Bldg 5, 9th Floor
Address Line 4: Palo Alto, CALIFORNIA 94306

ATTORNEY DOCKET NUMBER:	1111779-2135
NAME OF SUBMITTER:	Christina Ishihara
Signature:	/Christina Ishihara/
Date:	03/09/2012

Total Attachments: 6

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RELEASE OF SECURITY AGREEMENT

This Release of Security Agreement (this "Release") is given as of March 9, 2012, by DEUTSCHE BANK TRUST COMPANY AMERICAS, a New York corporation, located at 60 Wall Street, New York, New York 10005 (the "Agent") for the benefit of BI-LO, LLC, a Delaware limited liability company, located at 211 Bi-Lo Boulevard, Greenville, South Carolina 29607 (the "Debtor");

WHEREAS, Debtor has fully discharged and satisfied the obligations secured by the Security Agreement, dated as of February 3, 2011 ("Security Agreement"). The Security Agreement was recorded in the United States Patent and Trademark Office at Reel 4467/Frame 0240 against the trademarks attached hereto as Exhibit A (the "Trademark Collateral"); and


WHEREAS, Debtor has requested that the Agent release, and the Agent is willing to release, subject to the terms hereof, its security interest, and any other right, title and interest it may have in and to the Trademark Collateral.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent hereby agrees as follows:

Agent does hereby terminate and release, without any recourse, representation or warranty, any and all security interests and all other right, title or interest that it may have in, to or under, the Trademark Collateral and thereby discharge the recordation of the Security Agreement against the Trademark Collateral.

IN WITNESS WHEREOF, the undersigned has caused this Release of Security Agreement to be executed and delivered as of the date first written above.

DEUTSCHE BANK TRUST COMPANY
AMERICAS, as Collateral Agent

By: 
Name: Dusan Lazaryv
Title: Director




By: 
Name: Michael Getz
Title: Vice President

[Signature Page to Release of Security Agreement for Reel 4467/Frame 0240]

TRADEMARK
REEL: 004734 FRAME: 0230




EXHIBIT A
to
RELEASE OF SECURITY AGREEMENT

U.S. Registered Trademarks

Trademark	Owner	Jurisdiction	Serial/ Registration No.	Filing/Registration Date
BECAUSE IT MATTERS TO YOU	BI-LO, LLC	U.S.	Serial No. 77/211,053 Reg. No. 3,513,555	Filing Date 6/20/2007 Reg. Date 10/7/2008
BI-LO	BI-LO, LLC	U.S.	Serial No. 74/519,405 Reg. No. 1,880,217	Filing Date 4/25/1994 Reg. Date 2/21/1995
BI-LO	BI-LO, LLC	U.S.	Serial No. 74/519,410 Reg. No. 1,888,664	Filing Date 4/25/1994 Reg. Date 4/11/1995
	BI-LO, LLC	U.S.	Serial No. 85/156,709 Reg. No. 3,981,153	Filing Date 10/20/2010 Reg. Date 6/21/2011
	BI-LO, LLC	U.S.	Serial No. 74/519,407 Reg. No. 1,881,026	Filing Date 4/25/1994 Reg. Date 2/28/1995
	BI-LO, LLC	U.S.	Serial No. 74/519,406 Reg. No. 1,929,328	Filing Date 4/25/1994 Reg. Date 10/24/1995
BI-LO BOOSTERS	BI-LO, LLC	U.S.	Serial No. 76/054,585 Reg. No. 2,471,492	Filing Date 5/23/2000 Reg. Date 7/24/2001
BI-LO CENTER	BI-LO, LLC	U.S.	Serial No. 75/126,409 Reg. No. 2,283,543	Filing Date 6/27/1996 Reg. Date 10/5/1999
BI-LO CENTER	BI-LO, LLC	U.S.	Serial No. 75/126,410 Reg. No. 2,283,544	Filing Date 6/27/1996 Reg. Date 10/5/1999
BI-LO CENTER	BI-LO, LLC	U.S.	Serial No. 75/616,430 Reg. No. 2,352,172	Filing Date 1/6/1999 Reg. Date 5/23/2000
BI-LO CENTER	BI-LO, LLC	U.S.	Serial No. 75/237,401 Reg. No. 2,355,580	Filing Date 2/19/1997 Reg. Date 6/6/2000
BI-LO CENTER	BI-LO, LLC	U.S.	Serial No. 75/126,422 Reg. No. 2,366,599	Filing Date 6/27/1996 Reg. Date 7/11/2000

Trademark	Owner	Jurisdiction	Serial/ Registration No.	Filing/Registration Date
BI-LO CENTER	BI-LO, LLC	U.S.	Serial No. 75/305,716 Reg. No. 2,410,977	Filing Date 6/10/1997 Reg. Date 12/5/2000
	BI-LO, LLC	U.S.	Serial No. 75/305,970 Reg. No. 2,282,004	Filing Date 6/10/1997 Reg. Date 9/28/1999
	BI-LO, LLC	U.S.	Serial No. 75/305,967 Reg. No. 2,283,754	Filing Date 6/10/1997 Reg. Date 10/5/1999
	BI-LO, LLC	U.S.	Serial No. 75/305,969 Reg. No. 2,352,270	Filing Date 6/10/1997 Reg. Date 5/23/2000
	BI-LO, LLC	U.S.	Serial No. 75/305,968 Reg. No. 2,355,634	Filing Date 6/10/1997 Reg. Date 6/6/2000
	BI-LO, LLC	U.S.	Serial No. 75/305,723 Reg. No. 2,423,634	Filing Date 6/10/1997 Reg. Date 1/23/2001
BONUSCARD	BI-LO, LLC	U.S.	Serial No. 75/131,279 Reg. No. 2,113,043	Filing Date 7/9/1996 Reg. Date 11/11/1997
BONUSCARD	BI-LO, LLC	U.S.	Serial No. 75/131,280 Reg. No. 2,200,184	Filing Date 7/9/1996 Reg. Date 10/27/1998
BOOSTERSPLUS	BI-LO, LLC	U.S.	Serial No. 78/813,260 Reg. No. 3,162,765	Filing Date 2/13/2006 Reg. Date 10/24/2006
	BI-LO, LLC	U.S.	Serial No. 78/828,353 Reg. No. 3,253,289	Filing Date 3/3/2006 Reg. Date 6/19/2007
FOOD \$MART	BI-LO, LLC	U.S.	Serial No. 76/293,426 Reg. No. 2,558,804	Filing Date 8/1/2001 Reg. Date 4/9/2002
	BI-LO, LLC	U.S.	Serial No. 78/499,257 Reg. No. 3,018,008	Filing Date 10/13/2004 Reg. Date 11/22/2005
GOLD STAR MEATS	BI-LO, LLC	U.S.	Serial No. 74/519,409 Reg. No. 2,074,813	Filing Date 4/25/1994 Reg. Date 7/1/1997

Trademark	Owner	Jurisdiction	Serial/ Registration No.	Filing/Registration Date
	BI-LO, LLC	U.S.	Serial No. 74/519,408 Reg. No. 2,074,812	Filing Date 4/25/1994 Reg. Date 7/1/1997
HARVEST CHOICE	BI-LO, LLC	U.S.	Serial No. 73/738,235 Reg. No. 1,529,949	Filing Date 7/5/1988 Reg. Date 3/14/1989
IT'S THE RIGHT PRESCRIPTION	BI-LO, LLC	U.S.	Serial No. 75/877,728 Reg. No. 2,398,127	Filing Date 12/20/1999 Reg. Date 10/24/2000
PLUS 1 AND DONE	BI-LO, LLC	U.S.	Serial No. 78/499,262 Reg. No. 3,078,848	Filing Date 10/13/2004 Reg. Date 4/11/2006
	BI-LO, LLC	U.S.	Serial No. 78/499,260 Reg. No. 3,078,847	Filing Date 10/13/2004 Reg. Date 4/11/2006
SOUTHERN HOME	BI-LO, LLC	U.S.	Serial No. 75/061,035 Reg. No. 2,232,549	Filing Date 2/22/1996 Reg. Date 3/16/1999
SOUTHERN HOME	BI-LO, LLC	U.S.	Serial No. 75/534,133 Reg. No. 2,383,950	Filing Date 8/7/1998 Reg. Date 9/5/2000
SUPER BI-LO	BI-LO, LLC	U.S.	Serial No. 77/218,688 Reg. No. 3,369,108	Filing Date 6/29/2007 Reg. Date 1/15/2008
	BI-LO, LLC	U.S.	Serial No. 77/234,871 Reg. No. 3,506,198	Filing Date 7/20/2007 Reg. Date 9/23/2008
THE DRUGSTORE AT BI-LO	BI-LO, LLC	U.S.	Serial No. 75/877,729 Reg. No. 2,408,652	Filing Date 12/20/1999 Reg. Date 11/28/2000
THE NAME FITS	BI-LO, LLC	U.S.	Serial No. 74/106,775 Reg. No. 1,661,254	Filing Date 10/17/1990 Reg. Date 10/15/1991
WALTER'S	BI-LO, LLC	U.S.	Serial No. 74/519,404 Reg. No. 1,886,248	Filing Date 4/25/1994 Reg. Date 3/28/1995

Trademark	Owner	Jurisdiction	Serial/ Registration No.	Filing/Registration Date
	BI-LO, LLC	U.S.	Serial No. 74/519,402 Reg. No. 1,886,247	Filing Date 4/25/1994 Reg. Date 3/28/1995
WALTER'S WAY	BI-LO, LLC	U.S.	Serial No. 75/773,075 Reg. No. 2,355,276	Filing Date 8/11/1999 Reg. Date 6/6/2000
	BI-LO, LLC	U.S.	Serial No. 75/794,149 Reg. No. 2,491,887	Filing Date 9/8/1999 Reg. Date 9/25/2001
WEE TALK	BI-LO, LLC	U.S.	Serial No. 76/228,250 Reg. No. 3,037,028	Filing Date 3/21/2001 Reg. Date 1/3/2006
	BI-LO, LLC	U.S.	Serial No. 78/696,304 Reg. No. 3,341,302	Filing Date 8/19/2005 Reg. Date 11/20/2007