

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Notice of Trademark Security Agreement

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Wes-Pak, Inc.		09/29/2006	CORPORATION: ARKANSAS

**RECEIVING PARTY DATA**

Name:	First Business Capital Corp.
Street Address:	401 Charmany Drive
City:	Madison
State/Country:	WISCONSIN
Postal Code:	53719
Entity Type:	CORPORATION: WISCONSIN

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Serial Number:	76658508	JUMBO JUG
Registration Number:	3144098	THE ICE CUBE
Serial Number:	76648906	POP-UP COOLER
Registration Number:	2857670	LIQUI-TITE LINER
Registration Number:	2862219	MED-PAK
Registration Number:	2855686	GAME DAY COOLER
Registration Number:	2859611	W WES-PAK INC
Registration Number:	2852925	RACE DAY COOLER
Registration Number:	2410438	COOLER REVOLUTION
Registration Number:	2346209	POP-UP COOLER

**CORRESPONDENCE DATA**

Fax Number: (414)273-5198  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 414-273-3500

CH \$265.00 76658508

Email: bgilpin@gklaw.com  
Correspondent Name: Brian G. Gilpin; Attorney for Applicant  
Address Line 1: 780 N. Water Street  
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	057401-0035
NAME OF SUBMITTER:	Brian G. Gilpin
Signature:	/bgg/
Date:	03/06/2007

Total Attachments: 3  
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**NOTICE OF TRADEMARK SECURITY AGREEMENT**  
(FOR RECORDATION PURPOSES)

This Notice of Trademark Security Agreement, dated as of September 29, 2006, is made by and between WES-PAK, INC., an Arkansas corporation, whose address and principal place of business is 9100 Frazier Pike, Little Rock, Arkansas 72206 (the "Debtor"), and FIRST BUSINESS CAPITAL CORP., a Wisconsin corporation, whose address and principal place of business is 401 Charmany Drive, Madison, Wisconsin 53719 (the "Secured Party").

R E C I T A L S:

The Debtor and the Secured Party have entered into a Loan and Security Agreement dated as of September 29, 2006 (as the same may hereafter be amended, supplemented or restated from time to time, the "Loan Agreement") setting forth the terms on which the Secured Party may now or hereafter make certain loans or other financial accommodations to or for the account of the Debtor.

As a further condition to making any loan or other financial accommodation under the Loan Agreement or otherwise, the Secured Party has required the execution and delivery of a Trademark Security Agreement by the Debtor.

ACCORDINGLY, in consideration of the mutual covenants contained in the Loan Agreement, the Trademark Security Agreement, and herein, the parties hereby agree as follows:

Debtor has granted a security interest in favor of the Secured Party in and with respect to the entire right, title, and interest of Debtor in the trademarks identified in the attached schedule (the "Trademarks"), together with the goodwill of the business symbolized by said Trademarks.

IN WITNESS WHEREOF, the parties have executed this Notice of Trademark Security Agreement as of the date written above.

FIRST BUSINESS CAPITAL CORP.

By: Mark H. Buchert

Mark H. Buchert, Assistant Vice President

STATE OF WISCONSIN )  
 )  
COUNTY OF DANE )

The foregoing instrument was acknowledged before me this 27<sup>th</sup> day of September, 2006, by Mark H. Buchert, Assistant Vice President of First Business Capital Corp., a Wisconsin corporation, on behalf of the corporation.


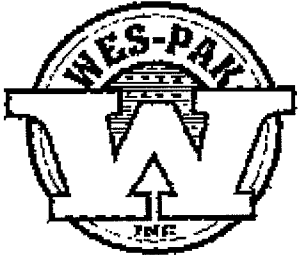
  
\_\_\_\_\_  
Notary Public, State of Wisconsin  
My commission ~~expires~~ is permanent

EXHIBIT A

UNITED STATES TRADEMARKS

<b>MARK</b>	<b>SERIAL NO./REG. NO.</b>	<b>FILING DATE/REG. DATE</b>	<b>STATUS</b>	<b>OWNER</b>
JUMBO JUG	76/658,508	04/17/2006	Pending	Wes Pak, Inc.
THE ICE CUBE	3,144,098	09/19/2006	Registered	Wes Pak, Inc.
POP-UP COOLER	76/648,906	10/21/2005	Pending	Wes Pak, Inc.
LIQUI-TITE LINER	2,857,670	06/29/2004	Registered	Wes Pak, Inc.
MED-PAK	2,862,219	07/13/2004	Registered	Wes Pak, Inc.
GAME DAY COOLER'	2,855,686	06/22/2004	Registered	Wes Pak, Inc.
	2,859,611	07/06/2004	Registered	Wes Pak Inc.
RACE DAY COOLER	2,852,925	06/15/2004	Registered	Wes Pak, Inc.
COOLER REVOLUTION	2,410,438	12/05/20000	Registered	Wes Pak Inc.
POP-UP COOLER	2,346,209	04/25/2000	Registered	Wes Pak Inc.