

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
Reed Manufacturing Company, Inc.		09/08/2010	CORPORATION: MISSISSIPPI
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: 6			
Property Type	Number	Word Mark	
Registration Number:	3812397	REED FR	
Registration Number:	2722439	REEDFLEXIONS	
Registration Number:	2587212	REEDFLEX	
Registration Number:	2508693	DOUBLE KNOT	
Registration Number:	1553840	REED'S CROSSING	
Registration Number:	1439222	REED	
CORRESPONDENCE DATA			
Fax Number:	(414)273-5198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-273-3500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin; Godfrey & Kahn, S.C.		
Address Line 1:	780 N. Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	057401-0083		

CH \$165.00 3812397

900171992

TRADEMARK
REEL: 004281 FRAME: 0509

NAME OF SUBMITTER:	Brian G. Gilpin
Signature:	/Brian G. Gilpin/
Date:	09/20/2010
Total Attachments: 2 source=notice#page1.tif source=notice#page2.tif	

NOTICE OF TRADEMARK SECURITY AGREEMENT
(FOR RECORDATION PURPOSES)

This Notice of Trademark Security Agreement, dated as of September 8, 2010, is made with regard to REED MANUFACTURING COMPANY, INC, a Mississippi corporation, whose address and principal place of business is 1321 South Veterans Boulevard, Tupelo, Mississippi 38804 (the "Debtor"), by FIRST BUSINESS CAPITAL CORP., with an address of 401 Charmany Drive, Madison, Wisconsin 53719 (the "Secured Party").

R E C I T A L S:

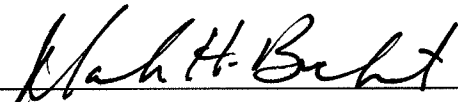
The Debtor and the Secured Party have entered into a Loan and Security Agreement dated as of September 8, 2010 (as the same may hereafter be amended, supplemented or restated from time to time, the "Loan Agreement") setting forth the terms on which the Secured Party may now or hereafter make certain 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 Patent and Trademark Security Agreement (the "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 undersigned gives notice as follows:

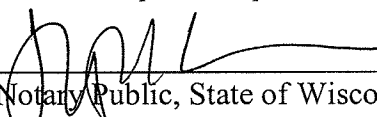
Pursuant to the terms of the Trademark Security Agreement, Debtor has granted a security interest in favor of the Secured Party in and with respect to the entire right, title, and interest of Debtor in the trademarks identified in the attached schedule (the "Trademarks"), together with the goodwill of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

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

By: 
Mark H. Buchert, Vice President


STATE OF MILWAUKEE)
)
COUNTY OF WISCONSIN)

The foregoing instrument was acknowledged before me this 8th day of September, 2010 by Mark H. Buchert, a Vice President for First Business Capital Corp., on behalf of the corporation.


Notary Public, State of Wisconsin
My commission is permanent

SCHEDULE

UNITED STATES TRADEMARKS

MARK	COUNTRY/STATE	APP NO./REG. NO.	FILING DATE/REG. DATE	STATUS	CURRENT OWNER
REED FR	Canada	1,468,562	02/05/2010	Pending	Reed Manufacturing Co. Inc.
REED FR	US	3,812,397	07/06/2010	Registered	Reed Manufacturing Co., Inc.
REEDFLEXIONS	US	2,722,439	06/03/2003	Registered	Reed Manufacturing Co., Inc.
REEDFLEX	US	2,587,212	07/02/2002	Registered	Reed Manufacturing Co., Inc.
DOUBLE KNOT	US	2,508,693	11/20/2001	Registered	Reed Manufacturing Co., Inc.
REED'S CROSSING	US	1,553,840	08/29/1989	Registered	Reed Manufacturing Co., Inc.
	US	1,439,222	05/12/1987	Registered	Reed Manufacturing Co., Inc.