

TO: RICHARD J. MCKENNA COMPANY: 777 E. WISCONSIN AVENUE

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

03/25/2011  
 900187542

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Harris N.A.		03/25/2011	National Banking Association:

**RECEIVING PARTY DATA**

<b>Name:</b>	DCI Cheese Company, Inc. as successor by merger to Advantage International Food Corp.
<b>Street Address:</b>	3018 Highway 145
<b>City:</b>	Richfield
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53076
<b>Entity Type:</b>	CORPORATION: WISCONSIN

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Serial Number:	77212429	GLOBAL CHEESE MARKET
Serial Number:	77217346	GLOBAL CHEESE MARKET
Serial Number:	78405893	ADVANTAGE GOURMET
Serial Number:	74498574	MAITRE D'
Serial Number:	76451427	CROISSANT TWIRLS
Serial Number:	75576631	BELLA COLLINA

**CORRESPONDENCE DATA**

**Fax Number:** (414)297-4900  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 414-271-2400  
**Email:** rmckenna@foley.com, ptomailmilwaukee@foley.com  
**Correspondent Name:** Richard J. McKenna  
**Address Line 1:** 777 E. Wisconsin Avenue  
**Address Line 4:** Milwaukee, WISCONSIN 53202

OP \$165.00 77212429

ATTORNEY DOCKET NUMBER:	055228-0341
NAME OF SUBMITTER:	Richard J. McKenna
Signature:	/RJ McKenna/
Date:	03/25/2011
Total Attachments: 4 source=Advantage#page1.tif source=Advantage#page2.tif source=Advantage#page3.tif source=Advantage#page4.tif	

TO: RICHARD J. MCKENNA COMPANY: 777 E. WISCONSIN AVENUE

**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

THIS RELEASE dated March 25, 2011 by HARRIS N.A. and HARRIS N.A. as successor by merger to HARRIS TRUST AND SAVINGS BANK ("*Harris*") with its mailing address at 111 West Monroe Street, Chicago, Illinois 60603, acting as collateral agent for the Secured Creditors defined in that certain Trademark Collateral Agreement hereinafter defined (said *Harris* acting as such collateral agent and any successor or successors to said *Harris* in such capacity being hereinafter referred to as the "*Agent*");

**WITNESSETH:**

WHEREAS, *Agent* and DCI CHEESE COMPANY, INC., a Wisconsin corporation, as successor by merger to Advantage International Food Corp., ("*Debtor*"), with its principal place of business and mailing address at 3018 Highway 145, Richfield, Wisconsin 53076, are parties to that certain Trademark Collateral Agreement dated September 20, 2007 which was recorded in the United States Patent and Trademark Office on September 21, 2007 at Reel 003626, Frame 0395, (the "*Trademark Collateral Agreement*"), pursuant to which *Debtor* granted a security interest in certain trademarks, trademark registrations, trademark applications and trademark licenses listed on Schedules A-1 and A-2 attached hereto and certain other property (collectively, the "*Trademarks*"); and

WHEREAS, *Debtor* has requested that the *Agent* release the security interests in the Trademarks on *Agent's* own behalf and on behalf of the Secured Creditors;

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

The *Agent* hereby releases (i) terminates the Trademark Collateral Agreement and (ii) terminates, cancels and all of its security interests in, without any representation, warranty, recourse or undertaking by the *Agent*, all of its right, title and interest, if any, in and to:

(i) Each trademark, trademark registration and trademark application listed on Schedule A-1 hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration and trademark application; and

(ii) Each trademark license listed on Schedule A-2 hereto and all royalties and other sums due or to become due under or in respect of each such trademark license, together with the right to sue for and collect all such royalties and other sums; and

(iii) All proceeds of the foregoing, including without limitation any claim by *Debtor* against third parties for damages by reason of past, present or future infringement of any trademark or trademark registration listed on Schedule A-1 hereto or of any trademark licensed under a trademark license listed on Schedule A-2 or by reason of injury to the goodwill associated with any such trademark, trademark registration or

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trademark license, in each case together with the right to sue for and collect said damages.

IN WITNESS WHEREOF, the Agent has caused this Release of Security Interest in Trademarks to be duly executed by its duly authorized officer as of the day and year first above written.

HARRIS N.A., as Agent

By Manuel J. Diaz  
Name Manuel J. Diaz  
Title Vice President

TO: RICHARD J. MCKENNA COMPANY: 777 E. WISCONSIN AVENUE

SCHEDULE A-1 TO  
TO RELEASE OF SECURITY INTEREST IN TRADEMARKS  
FEDERAL TRADEMARK APPLICATIONS AND REGISTRATIONS

MARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
GLOBAL CHEESE MARKET	77/212,429	6/21/2007	3,384,732	2/19/08
GLOBAL CHEESE MARKET	77/217,346	6/27/2007	3,479,139	8/5/08
ADVANTAGE GOURMET	78/405,893	4/21/2004	2,997,458	9/20/05
MAITRE D'	74/498,574	3/9/1994	1,919,983	9/19/95
CROISSANT TWIRLS	76/451,427	9/20/2002	2,841,240	5/11/04
BELLA COLLINA	75/576,631	10/27/1998	2,298,128	12/7/99
NEW WAY- NATURAL DAY	75/718,032	6/1/1999	2,559,438	4/9/02

**SCHEDULE A-2  
TO RELEASE OF SECURITY INTEREST IN TRADEMARKS**

**TRADEMARK LICENSES**

None.

TO: RICHARD J. MCKENNA COMPANY: 777 E. WISCONSIN AVENUE



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

MARCH 28, 2011

PTAS

RICHARD J. MCKENNA  
777 E. WISCONSIN AVENUE  
MILWAUKEE, WI 53202

  
\*900187542\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
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TO: RICHARD J. MCKENNA COMPANY: 777 E. WISCONSIN AVENUE

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TONYA LEE, EXAMINER  
ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION



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