TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wisconsin Cheese Group, LLC, successor after conversion of Wisconsin Cheese Group, Inc.		09/27/2012	LIMITED LIABILITY COMPANY: WISCONSIN

RECEIVING PARTY DATA

Name:	JPMorgan Chase Bank, N.A.
Street Address:	111 E Wisconsin Ave
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53202
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Serial Number:	73641765	EL VIAJERO
Serial Number:	74315952	CHALCO
Serial Number:	76410543	HONEY CREEK
Serial Number:	76410544	WUNDERBAR
Serial Number:	76410545	WISCONSIN FARMS
Serial Number:	76507033	QUESERIA CARIBE
Serial Number:	77131113	BIO SALUD!
Serial Number:	77131130	BIO SALUD!
Serial Number:	77131148	BIO-VITAL!
Serial Number:	77774588	LA MORENITA BRAND
Serial Number:	85521090	YA SALUD
Serial Number:	85521102	YA SALUD
Serial Number:	85521112	JELLY JOY

CH $815.00 73641765

Serial Number:	85521119	JELLY JOY
Serial Number:	85325128	CHALCO
Serial Number:	85325137	CHALCO
Serial Number:	85381259	BITETIZERS
Serial Number:	85415277	YA ACTIVE
Serial Number:	85415284	YA ACTIVE
Serial Number:	85459116	DANCING COW
Serial Number:	85612873	LA MARIANITA
Serial Number:	85612863	LA MARIANITA
Serial Number:	85612851	LA MARIANITA
Serial Number:	85612842	LA MARIANITA
Serial Number:	85567904	LA VERO
Serial Number:	85582360	LA VERO
Serial Number:	85568876	LA VERO
Serial Number:	85567880	LA VERO
Serial Number:	85582368	MI LORENITA
Serial Number:	85568885	MI LORENITA
Serial Number:	85567866	MI LORENITA
Serial Number:	85567853	MI LORENITA

CORRESPONDENCE DATA

Fax Number: 4142235000

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

Phone: 4149785562

Email: ptomailbox@whdlaw.com

Correspondent Name: Whyte Hirschboeck Dudek S.C.

Address Line 1: 555 E Wells St, Ste 1900

Address Line 2: Attn: Suzanne Plagemann

Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	00314-03673-JP MORGAN SXP
NAME OF SUBMITTER:	Suzanne Plagemann
Signature:	/Suzanne Plagemann/
Date:	09/28/2012

Total Attachments: 4

source=Security Agreement Wisconsin Cheese jp morgan#page1.tif

source=Security Agreement Wisconsin Cheese jp morgan#page2.tif
source=Security Agreement Wisconsin Cheese jp morgan#page3.tif
source=Security Agreement Wisconsin Cheese jp morgan#page4.tif

NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS is made by and between Wisconsin Cheese Group, LLC, successor after conversion of Wisconsin Cheese Group, Inc. (the "Borrower"), and JPMorgan Chase Bank, N.A. (the "Lender").

The parties acknowledge the following:

A. The Borrower, El Viajero/WCG, LLC, Huff Real Estate Holdings L.L.C., and Reynaldo's Mexican Food Company, LLC executed a Pledge and Security Agreement dated the date hereof in favor of the Lender, as it may be amended from time to time (the "Security Agreement");

B. The Borrower has adopted, used and is using its respective trademarks listed on Exhibit A attached hereto (the "Trademarks"), which Trademarks are registered with or pending before the United States Patent and Trademark Office;

C. The Borrower has granted to the Lender a security interest in the Trademarks and the goodwill of the Borrower's business connected with and symbolized by the Trademarks on the terms and conditions set forth in the Security Agreement;

D. Pursuant to the Security Agreement, the Borrower has granted to the Lender a security interest in and to all of the Trademarks, service marks, applications therefor and associated goodwill therein, now owned or from time to time after the date hereof owned or acquired by the Borrower, including, without limitation, the Trademarks, and in and to all proceeds and benefits thereof; and

E. There are no liens or security interests on the Trademarks other than the interests of the Lender.

[Signature Page Follows]

Dated as of September 27, 2012.

WISCONSIN CHEESE GROUP, LLC, successor after conversion of **WISCONSIN CHEESE GROUP, INC.**

By: _____

Douglas Reed, Chief Financial Officer/Vice President of Finance

JPMORGAN CHASE BANK, N.A.

By: _____

Lynne M. Ciaccia, Authorized Officer

[Signature Page to Amended and Restated Notice of Security Interest in Trademarks]

WHD/8931000.2

TRADEMARK
REEL: 004868 FRAME: 0751

Dated as of September 27, 2012.

WISCONSIN CHEESE GROUP, LLC, successor after conversion of **WISCONSIN CHEESE GROUP, INC.**

By: _____
Douglas Reed, Chief Financial Officer/Vice President of Finance

JPMORGAN CHASE BANK, N.A.

By: Lynne M. Ciaccia
Lynne M. Ciaccia, Authorized Officer

[Signature Page to Amended and Restated Notice of Security Interest in Trademarks]

WHD/8931000.2

TRADEMARK
REEL: 004868 FRAME: 0752

Exhibit A

Borrower's Marks	Reg. No.	Serial No.
EL VIAJERO	1495264	73641765
CHALCO	1804641	74315952
HONEY CREEK	2686430	76410543
WUNDERBAR	2752253	76410544
WISCONSIN FARMS	2752254	76410545
QUESERIA CARIBE	2876481	76507033
BIO SALUD! and Design	3355299	77131113
BIO SALUD!	3355301	77131130
BIO-VITAL!	3343502	77131148
LA MORENITA BRAND	--	77774588
YA SALUD	--	85521090
YA SALUD	--	85521102
JELLY JOY	--	85521112
JELLY JOY	--	85521119
CHALCO	--	85325128
CHALCO	--	85325137
BITETIZERS	--	85381259
YA ACTIVE	--	85415277
YA ACTIVE	--	85415284
DANCING COW	--	85459116
LA MARIANITA	--	85612873
LA MARIANITA	--	85612863
LA MARIANITA	--	85612851
LA MARIANITA	--	85612842
LA VERO	--	85567904
LA VERO	--	85582360
LA VERO	--	85568876
LA VERO	--	85567880
MI LORENITA	--	85582368
MI LORENITA	--	85568885
MI LORENITA	--	85567866
MI LORENITA	--	85567853

TRADEMARK
RECORDED: 09/28/2012 REEL: 004868 FRAME: 0753