

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT		10/15/2013	Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Figi's, Inc.		
Street Address:	3200 South Maple Avenue		
City:	Marshfield		
State/Country:	WISCONSIN		
Postal Code:	54449		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85391407	S'MOO MIX	
Serial Number:	85556056	SANTA'S DELIVERIES JUST GOT DELICIOUS	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612.332.5300		
Email:	lstrom@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		
Address Line 1:	PO Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	08131.00000001FIGI		
NAME OF SUBMITTER:	Andrew S. Ehard		
Signature:	/Andrew S. Ehard/		

OP \$65.00 85391407

Date:

10/21/2013

**Total Attachments: 5**

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## RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of October 15, 2013, by JPMorgan Chase Bank, N.A., a national banking association, with an address of 270 Park Avenue, New York, NY 10017, in its capacity as administrative agent ("Releasor") in favor of Figi's, Inc. and Figi's Business Services, Inc., each a Wisconsin corporation with an address of 3200 South Maple Avenue, Marshfield, WI 54449 (collectively, the "Releasee").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Releasor hereby releases any and all security interests it may have or ever has had and any conditional assignment created by and existing in and to (a) the Patent and Trademark Collateral (as defined in the Patent and Trademark Security Agreement, dated as of June 14, 2012, among Releasee, Releasor and the other parties thereto, recorded with the U.S. Trademark Office on July 9, 2012 at Reel Number 4816, Frame Number 560) of Releasee, including without limitation the registrations therefor listed on the attached Schedule A and (b) the Trademark Collateral (as defined in the Trademark Security Agreement, dated as of March 28, 2013, among Releasee, Releasor and the other parties thereto, recorded with the U.S. Trademark Office on April 10, 2013 at Reel Number 5002, Frame Number 845) of Releasee, including without limitation the registrations therefor listed on the attached Schedule B ((a) and (b), collectively, the "Trademarks").

Releasor hereby assigns unto Releasee its entire right, title and interest in and to the Trademarks, including the right to recover for past infringement of any of the Patent and Trademark Collateral of Releasee or the Trademark Collateral of Releasee and the goodwill of the business in connection with which the Patent and Trademark Collateral of Releasee or the Trademark Collateral of Releasee are used and which is symbolized by any of the Patent and Trademark Collateral of Releasee or the Trademark Collateral of Releasee.

Releasor will execute such Uniform Commercial Code amendment statements as Releasee may reasonably request in order to evidence the termination of any security interest Releasor may have in and to the Trademarks and to execute such other documents and instruments, and take other such actions (at the expense of Releasee) as Releasee may reasonably request to evidence this termination and release and the release of any security interests in the Trademarks.

*[Signature page follows.]*

JPMORGAN CHASE BANK, N.A., as  
Administrative Agent

By: Donna Di'Forio

Printed Name: DONNA DI'FORIO

Title: Authorized Officer

**Schedule A**

Trademark Registrations

<b><u>Registered Owner</u></b>	<b><u>Mark</u></b>	<b><u>Registration No.</u></b>
Figi'sBusinessServicesInc.	FAMILYFARMGIFTS	3128873
Figi'sBusinessServicesInc.	FAMILY FARM GIFTS Logo	3132068
Figi's Inc.	ADVENTURES IN CHEESE	3001738
Figi's Inc.	ADVENTURES IN CHEESE	3004242
Figi's Inc.	CREAMY COUNTRY	2359870
Figi's Inc.	FIGI'S	2557800
Figi's Inc.	FIGI'S CHOCOLATE SHOPPE	3834053
Figi's Inc.	FIGI'S SIGNATURE	3427674
Figi's Inc.	GIFTS IN GOOD TASTE	1236298
Figi's Inc.	KAVEKURE	3279260
Figi's Inc.	MOO MIX	3282293
Figi's Inc.	MOO MIX (Design plus words)	3282292
Figi's Inc.	RED WAGON GIFTS/Quality delivered to your door since 1944.	3410746

Trademark Applications

<b><u>Registered Owner</u></b>	<b><u>Mark</u></b>	<b><u>Application. No.</u></b>
Figi'sInc.	MARSII MOO LOW	85431520
Figi'sInc.	MOO MIX (words and design)	85391414
Figi's Inc.	MOO MIX Mmm... Moo- velous! (words and design)	85391425

Figi's Inc.	S'MOO MIX	85391407
Figi's Inc.	SANTA'S DELIVERIES JUST GOT DELICIOUS	85556056

**Schedule B**

Trademarks

<b><u>Registered Owner</u></b>	<b><u>Mark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>	<b><u>Expiration</u></b>
Figi's, Inc.	Moo Mix (words and design)	4231095	10/23/12	10/23/22
Figi's, Inc.	Moo Mix Mmm...Moovelous! (words and design)	4231096	10/23/12	10/23/22