

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307580

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The PrivateBank and Trust Company		06/13/2014	Illinois State Bank: ILLINOIS
RECEIVING PARTY DATA			
Name:	Baptista's Bakery, Inc.		
Street Address:	4625 W. Oakwood Park Drive		
City:	Franklin		
State/Country:	WISCONSIN		
Postal Code:	53132		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2489365	BAPTISTA'S	
Registration Number:	2978240	TWISTIX	
CORRESPONDENCE DATA			
Fax Number:	4142974900		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	414 271-2400		
Email:	IPDocketing@foley.com, jrodriguez@foley.com		
Correspondent Name:	Kate Wegrzyn - Foley & Lardner LLP		
Address Line 1:	777 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	049230-0134		
NAME OF SUBMITTER:	KathleenWegrzyn		
SIGNATURE:	/KathleenWegrzyn/		
DATE SIGNED:	06/13/2014		
Total Attachments: 3			
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RELEASE OF SECURITY INTEREST

THIS RELEASE is dated June 13, 2014 by The PrivateBank and Trust Company, as hereinafter described;

WITNESSETH:

WHEREAS, The PrivateBank and Trust Company, an Illinois state bank, having an office at 120 South LaSalle Street, Chicago, Illinois 60603 (the "Grantee") and Baptista's Bakery, Inc., a Wisconsin corporation, having its principal office at 4625 W. Oakwood Park Drive, Franklin, Wisconsin 53132 (the "Grantor") are parties to the following Trademark Security Agreement:

- Notice of Grant of Security Interest in United States Trademarks dated November 30, 2011, which was recorded in the United States Patent and Trademark Office on December 19, 2011 at Reel 4682, Frame 0606.

pursuant to which Grantor granted to Grantee a security interest in certain trademark rights (the "Marks"), including the trademark registrations listed on Schedule A attached hereto; and

WHEREAS, Grantor has requested that the Grantee release its security interest in the Marks;

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

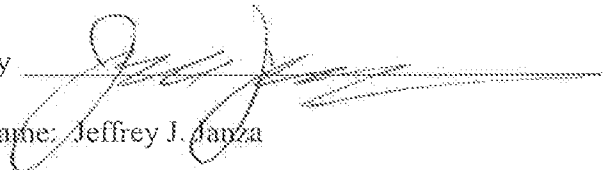
Grantee hereby releases its security interest in and to the Marks.

[signature page follows]

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

THE PRIVATEBANK AND TRUST COMPANY

By


Name: Jeffrey J. Janza

Title: Managing Director

SCHEDULE A -- U.S. TRADEMARKS

Trademark	Registration No.	Registration Date	Application No.	Application Date
BAPTISTA'S	2,489,365	09-11-2001	75/980,688	02-25-1999
TWISTX	2,978,240	07-26-2005	78/137,658	06-21-2002