

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM313456

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Privatebank and Trust Company		07/31/2014	State Chartered Bank: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HWD Acquisition, Inc.		
<b>Street Address:</b>	575 South Whelen Avenue		
<b>City:</b>	Medford		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54451		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3658697	H3	
<b>Registration Number:</b>	2068703	HURD	
<b>Registration Number:</b>	3451775	HURD	
<b>Registration Number:</b>	3356773	HURD FEELSAFE	
<b>Serial Number:</b>	85314004	HURD TRANSCEND	
<b>Serial Number:</b>	85691131	MONUMENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2029068669		
<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>			
<b>Phone:</b>	202.906.8618		
<b>Email:</b>	ipmail@dykema.com		
<b>Correspondent Name:</b>	Eric T. Fingerhut		
<b>Address Line 1:</b>	1300 I St., NW, Suite 300 West		
<b>Address Line 4:</b>	Washington, D.C. 20005		
<b>ATTORNEY DOCKET NUMBER:</b>	104085-0229		
<b>NAME OF SUBMITTER:</b>	Eric T. Fingerhut		
<b>SIGNATURE:</b>	/eric t. fingerhut/		
<b>DATE SIGNED:</b>	08/08/2014		

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**Total Attachments: 3**

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source=Release of Security Interest (The PrivateBank and Trust Company releases HWD Acquisition, Inc.)#page2.tif

source=Release of Security Interest (The PrivateBank and Trust Company releases HWD Acquisition, Inc.)#page3.tif

**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

WHEREAS, pursuant to that certain Trademark Security Agreement, dated as of August 14, 2012 (as amended, amended and restated, supplemented or modified from time to time, the "**Trademark Security Agreement**"; capitalized terms used herein and not defined herein shall have the meanings ascribed to them in the Trademark Security Agreement), recorded in the United States Patent and Trademark Office at Reel 4844, Frame 0554 on August 17, 2012, HWD Acquisition, Inc. ("**Releasee**") granted to The PrivateBank And Trust Company (the "**Releasor**"), a security interest in all right, title and interest of Releasee in and to certain trademarks, registrations and applications, including, without limitation, the trademarks, registrations and applications listed on Schedule A attached hereto and incorporated herein (collectively, the "**Trademark Collateral**"); and

WHEREAS, Releasor wishes to provide a document suitable for recording in the United States Patent and Trademark office for purposes of recording the release, relinquishment and discharge of its security interest in and to the Trademark Collateral.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, Releasor, on behalf of itself, its successors, legal representatives and assigns, hereby (a) relinquishes, releases and discharges its security interest in and to the Trademark Collateral and (b) assigns to Releasee any right, title and interest in and to the Trademark Collateral that Releasor may have. Releasor further agrees to execute and deliver to Releasee any and all further documents or instruments and do any and all further acts which Releasee (or Releasee's agents or designees) reasonably request in order to confirm this Release of Security Interest In Trademarks and the relinquishment, release and discharge provided herein.

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IN WITNESS WHEREOF, the parties have caused this Release of Security Interest In Trademarks to be duly executed as of July 31, 2014.

**RELEASOR:**

THE PRIVATEBANK AND TRUST COMPANY

By: Jennifer Hempton  
Name: Jennifer Hempton  
Title: Managing Director

[SIGNATURE PAGE TO RELEASE OF SECURITY INTERESTS IN TRADEMARKS]

**SCHEDULE A**

**(Trademarks)**

<b>Trademark Description</b>	<b>U.S. Serial/Registration No.</b>	<b>Filing Date</b>	<b>Registration Date</b>
H3	3,658,697	8/6/2007	7/21/2009
HURD	2,068,703	11/17/1995	6/10/1997
HURD (Stylized)	3,451,775	8/6/2007	6/24/2008
HURD FEELSAFE	3,356,773	6/4/2004	12/18/2007

**(Trademark Applications)**

<b>Trademark Application Description</b>	<b>U.S. Application No.</b>	<b>Date Applied</b>
HURD TRANSCEND	85/314,004	5/6/2011
MONUMENT	85/691,131	7/31/2012