

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM336231

<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>
Park Bank		02/24/2015	A State Bank: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Stella & Chewy's LLC		
<b>Street Address:</b>	2842 South 5th Ct.		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53207		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3404944	CARNIVORE CRUNCH	
<b>Registration Number:</b>	3408555	STELLA & CHEWY'S	
<b>Registration Number:</b>	3414286	CARNIVORE KISSES	
<b>Registration Number:</b>	3706089	DUCK DUCK GOOSE	
<b>Registration Number:</b>	3720868		
<b>Registration Number:</b>	3908477	SECUREBYNATURE	
<b>Registration Number:</b>	4125986	SECUREBYNATURE	
<b>Registration Number:</b>	4261558	ONLY THE GOOD STUFF	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6082832275		
<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>	608-257-3501		
<b>Email:</b>	kateelin@michaelbest.com		
<b>Correspondent Name:</b>	Kelly Teelin		
<b>Address Line 1:</b>	1 S. Pinckney St., Ste. 700		
<b>Address Line 2:</b>	Michael Best & Friedrich LLP		
<b>Address Line 4:</b>	Madison, WISCONSIN 53703		
<b>ATTORNEY DOCKET NUMBER:</b>	063053-0446		
<b>NAME OF SUBMITTER:</b>	Kelly Teelin		

OP \$215.00 3404944

<b>SIGNATURE:</b>	/s/ Kelly Teelin
<b>DATE SIGNED:</b>	03/26/2015
<b>Total Attachments: 4</b> source=Trademark Release#page1.tif source=Trademark Release#page2.tif source=Trademark Release#page3.tif source=Trademark Release#page4.tif	

## RELEASE OF TRADEMARK SECURITY INTEREST

THIS RELEASE OF TRADEMARK SECURITY INTEREST (the "*Release*"), dated as of February 24, 2015, is made by PARK BANK (the "*Bank*") in favor of STELLA & CHEWY'S LLC, a Delaware limited liability company (the "*Borrower*").

WHEREAS, Borrower entered into a Revolving Credit and Term Loan Agreement with Bank, dated as of August 22, 2013, as amended by that certain Amendment, dated as of April 3, 2014, that certain Second Amendment, dated as of May 1, 2014, that certain Third Amendment, dated as of June 2, 2014, and that certain Fourth Amendment, dated as of October 7, 2014 (collectively, the "*Credit Agreement*");

WHEREAS, in connection with the Credit Agreement, Borrower executed and delivered to Bank (i) that certain Security Agreement, dated as of August 22, 2013, made by and between Borrower and Bank (the "*Security Agreement*"); and (ii) that certain Notice of Security Interests in Trademarks, dated as of August 22, 2013, made by and between Borrower and Bank (the "*Notice*");

WHEREAS, pursuant to the Security Agreement, Borrower pledged and granted to Bank a security interest in and to all of the right, title and interest of Borrower in, to and under the Trademarks (as defined below);

WHEREAS, the Notice was recorded at the United States Patent and Trademark Office at Reel 005101/Frame 0932 on September 3, 2013; and

WHEREAS, Borrower has requested that Bank enter into this Release in order to accomplish and evidence the release and reassignment of any and all right, title and interest Bank may have in the Trademarks pursuant to the Security Agreement.

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

1. Definition. The term "Trademarks," as used herein, shall mean all of Borrower's right, title and interest of every kind and nature as of the date hereof in any and all trademarks, service marks, trade names, brand names, logos, trade dress, design rights and other similar designations of source, sponsorship, association or origin, whether registered or unregistered, including the trademark registrations set forth in Schedule 1 hereto, together with the goodwill connected with the use of and symbolized thereby and all extensions and renewals thereof ("*Trademarks*");

2. Release of Security Interest. Bank hereby terminates, releases and discharges its security interest in and to the Trademarks, and all other right, title, and interest in and to the Trademarks, and reassigns to Borrower any and all such right, title and interest that Bank may have in the Trademarks.

3. Further Assurances. Bank agrees to execute, acknowledge, procure and deliver to Borrower any and all further documents or instruments and do any and all further acts which Borrower (or its respective agents, designees or assignees) reasonably requests in order to confirm, effectuate or record this Release and Borrower's (or its assignees') right, title and interest in and to the Trademarks.

4. Counterparts. This Release may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Release by facsimile or in electronic (i.e., "pdf" or "tif" format) shall be effective as delivery of a manually executed counterpart of this Release.

5. Governing Law. This Release and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Release and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Illinois, without giving effect to any choice or conflict of law provision or rule (whether of the State of Illinois or any other jurisdiction).

**[Signatures on Following Page]**

IN WITNESS WHEREOF, Bank has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

**PARK BANK**

By: *Paul Sackmann*

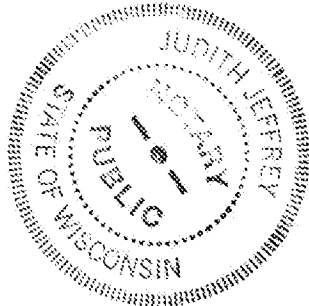
Name: *Paul Sackmann*

Title: *Assistant Vice President - Commercial Banking*

**IN PRESENCE OF:**

STATE OF *Wisconsin* )  
COUNTY OF *Waukesha* ) SS.


Personally came before me this *24th* day of February, 2015, the above-named *Paul Sackmann*, to me known to be the *ASST VP* of Park Bank, and the person who executed the foregoing instrument in the foregoing capacity and acknowledged the same.



*Judith Jeffrey*  
\*(Print Name) *Judith Jeffrey*  
Notary Public, State of *Wisconsin*  
My Commission is permanent. (If not, state expiration date: *7-10-16*)

**SCHEDULE 1  
TRADEMARK REGISTRATIONS AND APPLICATIONS**

U.S. Trademark Registrations

<u>Owner</u>	<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
Stella & Chewy's LLC	CARNIVORE CRUNCH	04/01/2008	3,404,944
Stella & Chewy's LLC	STELLA & CHEWY'S	04/08/2008	3,408,555
Stella & Chewy's LLC	CARNIVORE KISSES	04/22/2008	3,414,286
Stella & Chewy's LLC	DUCK DUCK GOOSE	11/03/2009	3,706,089
Stella & Chewy's LLC		12/08/2009	3,720,868
Stella & Chewy's LLC	SECUREBYNATURE	01/18/2011	3,908,477
Stella & Chewy's LLC	SECUREBYNATURE	04/10/2012	4,125,986
Stella & Chewy's LLC	ONLY THE GOOD STUFF	12/18/2012	4,261,558