

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM369415

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ThePrivateBank and Trust Company		01/14/2016	a bank chartered: ILLINOIS
RECEIVING PARTY DATA			
Name:	KUM & GO, L.C.		
Street Address:	6400 Westown Pkwy		
City:	West Des Moines		
State/Country:	IOWA		
Postal Code:	50266		
Entity Type:	LIMITED LIABILITY COMPANY: IOWA		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Serial Number:	73160108	KUM & GO	
Serial Number:	76597558	NUCLEAR ENERGY DRINK	
Serial Number:	76597560	NUCLEAR	
Serial Number:	76597562	NUCLEAR ENERGY DRINK	
Serial Number:	76661925	HILAND	
Serial Number:	76643654	MENACE MANIAC	
Serial Number:	77172334	NUTRI20	
Serial Number:	76682481	JAVA RIDGE	
Serial Number:	85104805	HILAND	
Serial Number:	77848285	HILAND PREMIUM	
Serial Number:	77848226	HILAND	
Serial Number:	76699946	HILAND	
Serial Number:	76700393	GO FRESH MARKET	
CORRESPONDENCE DATA			
Fax Number:	5152833108		
<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:	5156455502		
Email:	ptodm@nyemaster.com		
TRADEMARK			

CH \$340.00 73160108

Correspondent Name: Wendy K. Marsh
Address Line 1: 700 Walnut Street
Address Line 2: Suite 1600
Address Line 4: Des Moines, IOWA 50309

NAME OF SUBMITTER: Wendy K. Marsh

SIGNATURE: /wendy k. marsh/

DATE SIGNED: 01/15/2016

Total Attachments: 1

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RELEASE OF SECURITY INTEREST AND COLLATERAL TRADEMARK ASSIGNMENT

FOR VALUE RECEIVED, the undersigned, ThePrivateBank and Trust Company, a bank chartered under the laws of the State of Illinois ("Assignor"), does hereby sell, assign, transfer and convey to KUM & GO, L.C., an Iowa limited liability company, presently having an address of 6400 Westown Pkwy, West Des Moines, Iowa 50266 ("Assignee"), without any representation or warranty by, or recourse to, Assignor, all right, title and interest of Assignor in and to the trademarks set forth in the table below, together with the goodwill of the business symbolized by the marks, arising under that certain Trademark Collateral Assignment and Security Agreement, dated as of December 10, 2010, by and between Assignee and Assignor (as at any time amended, restated, supplemented or otherwise modified, the "Security Agreement"), and recorded at the United States Patent and Trademark Office on December 13, 2010 at Reel No. 4432, Frame 0441.

Serial No.	Registration No.	Mark	Registration Date
73160108	1,141,200	KUM & GO	November 4, 1980
76597558	2,969,661	NUCLEAR ENERGY DRINK	July 19, 2005
76597560	2,969,662	NUCLEAR	July 19, 2005
76597562	2,984,796	NUCLEAR ENERGY DRINK	August 16, 2005
76661925	3,245,916	HILAND	March 13, 2007
76643654	3,275,899	MENACE MANIAC	August 7, 2007
77172334	3,417,148	NUTRIZO	April 29, 2008
76682481	3,602,935	JAVA RIDGE	April 7, 2009
85104805	N/A	HILAND	N/A
77848285	N/A	HILAND PREMIUM	N/A
77848226	4,080,525	HILAND	N/A
76699946	3,881,945	HILAND	N/A
76700393	N/A	GO FRESH MARKET	N/A

This RELEASE OF SECURITY INTEREST AND COLLATERAL TRADEMARK ASSIGNMENT ("Release") operates as a release of all liens and security interests conveyed by Assignee to Assignor pursuant to the terms of the Security Agreement, and reassigns to Assignee all of Assignor's right, title, and interest acquired pursuant to the terms of such Security Agreement.

IN WITNESS WHEREOF, Assignor has caused this Release to be executed this 14th day of January 2016.

ThePrivateBank and Trust Company

Signature: *Kim A Butler Hegedus*

Printed Name: KIM A BUTLER HEGEDUS

Title: Managing Director