

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM422515

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900399147		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wisconsin Cheese Company LLC		03/16/2017	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	First Business Bank		
Street Address:	401 Charmany Dr.		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5031140	WISCONSIN CHEESE COMPANY 100% WISCONSIN	
CORRESPONDENCE DATA			
Fax Number:	6082325969		
<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:	6089575018		
Email:	keastwood@firstbusiness.com		
Correspondent Name:	Kelly Eastwood		
Address Line 1:	401 Charmany Dr.		
Address Line 4:	Madison, WISCONSIN 53719		
NAME OF SUBMITTER:	Kelly Eastwood		
SIGNATURE:	/kelly eastwood/		
DATE SIGNED:	04/05/2017		
Total Attachments: 1			
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NOTICE OF TRADEMARK SECURITY AGREEMENT
(FOR RECORDATION PURPOSES)

This Notice of Trademark Security Agreement, dated as of March 16, 2017, is made with regard to Wisconsin's Best LLC and Wisconsin Shop, LLC, Wisconsin limited liability companies ("Borrower"), having an address for notice at 343 Lake Kegonsa Road, Oregon, WI 53575; Wisconsin Cheese Company LLC a Wisconsin limited liability company ("Grantor"), having an address for notice at 343 Lake Kegonsa Road, Oregon, WI 53575 and First Business Bank, a Wisconsin corporation ("Lender"), having an address for notice at 401 Charmany Drive, Madison, WI 53719.

RECITALS:

The Borrower and the Lender are parties to a Business Loan Agreement dated March 16, 2017 (as the same may hereafter be amended, supplemented or restated from time to time, the "Loan Agreement") setting forth the terms on which the Lender may now or hereafter make certain loans or other financial accommodations to or for the account of the Borrower.

As a further condition to making any loan or other financial accommodation under the Loan Agreement or otherwise, the Lender has required the execution and delivery of a Commercial Security Agreement (the "Security Agreement") by the Borrower and Grantor.

ACCORDINGLY, in consideration of the mutual covenants contained in the Loan Agreement, the Security Agreement, and herein, the undersigned gives notice as follows:

Pursuant to the terms of the Security Agreement, Grantor has granted a security interest in favor of Lender in and with respect to the entire right, title, and interest of Grantor in the trademark identified in the attached schedule (the "Trademark"), together with the goodwill of the business symbolized by said Trademark.

IN WITNESS WHEREOF, the undersigned has executed this Notice of Trademark Security Agreement as of the date written above.

FIRST BUSINESS BANK

By: *Joshua D. Hoesch*, VP
Joshua D. Hoesch

State of WI

)SS

County of Dane

The foregoing instrument was acknowledged before me on this 16th day of March, 2017, by Charlotte Miller, Asst. Client Relationship Specialist of First Business Bank, on behalf of the corporation.

Charlotte Miller
Notary Public, State of Wisconsin
My Commission expires: 11-24-17