OP \$265.00 0834148

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM455623

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jeffrey Jacobsen		10/07/2017	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	PDQ FOOD STORES, INC.	
Street Address:	7601 DISCOVERY DRIVE	
City:	MIDDLETON	
State/Country:	WISCONSIN	
Postal Code:	53562	
Entity Type:	Corporation: WISCONSIN	

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	0834148	PDQ
Registration Number:	0847183	PDQ
Registration Number:	2333124	PDQ
Registration Number:	2333125	PDQ
Registration Number:	2333127	PDQ
Registration Number:	2368371	PDQ
Registration Number:	2391337	PDQ
Registration Number:	2424629	PDQ
Registration Number:	2424630	PDQ
Registration Number:	2496853	PDQ

CORRESPONDENCE DATA

Fax Number: 6082584258

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.

Phone: 608 258-4204

Email: ipdocketing@foley.com, jrodriguez@foley.com

Correspondent Name: Tricia L. Schulz - Foley & Lardner LLP

Address Line 1: 150 EAST GILMAN STREET

Address Line 2: SUITE 5000

Address Line 4: MADISON, WISCONSIN 53703

TRADEMARK REEL: 006247 FRAME: 0612

900433177

ATTORNEY DOCKET NUMBER:	051456-0103		
NAME OF SUBMITTER:	Tricia L. Schulz		
SIGNATURE:	/tschulz/		
DATE SIGNED:	12/21/2017		
Total Attachments: 12			
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source=Release of Security Interest - PDQ (Jeff Jacobson)#page2.tif			
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RELEASE OF SECURITY INTEREST

This RELEASE OF SECURITY INTEREST (the "Release"), effective as of the date indicated below, is made by Jeffrey Jacobsen, a Nevada resident, as the Lender under the Security Agreement (as defined below) (the "Releasor"), in favor of PDQ FOOD STORES, INC., a Wisconsin corporation (the "Releasee"), with respect to the assets and other collateral identified in the Security Agreement, including, without, limitation: equipment, inventory, certain trademarks of Releasee and applications and registrations therefore, including those listed in Schedule A to this Release (the "Releasee's Marks"); certain domain names, copyrights and patents (the "Other IP"); certain real property and real property leases as listed in Schedule B to this Release (the "Real Property") and all other collateral set forth therein.

WHEREAS, Releasee and Releasor entered into that certain Selective Business Security Agreement dated April 30, 2009 (as amended, supplemented or otherwise modified from time to time, the "Security Agreement");

WHEREAS, pursuant to the terms of the Security Agreement, Releasee granted a security interest in favor of Releasor in Releasee's Marks, Other IP, Real Property and the other collateral identified therein (collectively, the "Collateral").

WHEREAS, pursuant to the terms of the Security Agreement, Releasee has requested that Releasor release and discharge its security interest with respect to Releasee's Marks, Other IP, Real Property and other Collateral, which were granted to Releasor pursuant to the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Releasor hereby releases and discharges fully its security interest over Releasee's Marks, Other IP, Real Property and other Collateral.

Releasor further agrees, at the written request and sole cost and expense of Releasee, to execute and deliver such further instruments, documents and release forms as may be reasonably necessary to effectively release, terminate and extinguish any such liens and security interests over Releasee's Marks, Other IP, Real Property and other Collateral.

IN WITNESS WHEREOF, Releasor has caused this Release to be duly executed by its officer thereunto duly authorized, as of the _______ day of October 2017.

Jeffrey Jacobsen, as Lender

SCHEDULE A

Trademarks

Mark	Registration No.	Country
PDQ	834,148	U.S.
PDQ	847,183	U.S.
PDQ & Design	2,333,124	U.S.
PDQ	2,333,125	U.S.
PDQ	2,333,127	U.S.
PDQ & Design	2,368,371	U.S.
PDQ & Design	2,391,337	U.S.
PDQ	2,424,629	U.S.
PDQ & Design	2,424,630	U.S.
PDQ	2,496.853	U.S.

SCHEDULE B

Real Property and Real Property Leases

Schedule 8 to
Selective Business Security Agreement
8y fog food Stores, Inc. ("Destor")
TO Jeffery Jacobsen ("Lender")
Dated AS of April 30, 2009
Name Sidlection of Stores

	Name and Local	8078[2] States		
LBSCO	f all Real Properties owned l			zoštraštrates
0166	6S17-19 Century Ave	Middleton	WI	Duce
0111	SZAO-BA Williamsiturg	Relacificate	188	Onne
0114	4202-06 Milweikee St	Mudison	WI	Dans
0115	4414 E. Buckeye Road-Car Wash	Medicon	WI	Dane
	6702.66 Roymand Rd	Madison	149	120100
9117 6126	2528-2534 Fish Marchery Road	Madisto	W.	Dane
0120	7519-22 Mineral Polist Road-Car Wash	Medison	Wi	Direc
0123	2402-04 W. Brosdway-List 195 E. Brosdway	Madison Madison	Mi Mi	Dane
0124	7715-17 Mineral Point Ro	Madison	W	Dues
0125	1623-1628 74. Stoughton Rd	Madiano	38/1	Dane
			***	Dane
0128 0133	613) McKee Rd 6202 McKee Roed	Fitotoborg	WI	Dene
0121	2400 Roby Rond s/Wa 1100 Nygasid	Firebboog	36.1	Dans
6:32	8:	Stoughten	Wi	Dane
9264	4090 Annapolis Lu	Piyronus	ાજાન	16
0209	703 S. River Rd	Anaka	MN	Mennania
9215	7869-16 Shiresen Re			Antica
0228	950 W. County Rd D	Ecton Prairie	MM	Hennepia
0230	14301 Nicollet Ct	St. Paul Bumsvilla	MN MN	Интясу
0292	5550 Three Points Blvd.,	Mana	rotes Rates	Dekola
6329	2302 E. Morsland Hive	Workerlin	200.8	Fiennenia
0330	1694 Sun Veiley Dr	Princesia Delafiold	wı	Wouldnote
0342	1299 Washington Ave	Coderbueg	W	Waukesha Oznukee
6356	21989 Watertown Rd.	Weekeshs	wi	Worthwelle
8342	8800 75th St	Knowston	M.	S.cooaha
9354	2106 S. West Ave	Wrokesho	3873	Waskisha
0357	N67 W27566 Motable Dr	Sussex	w	Waukesha
0803	400-424 Prospect Ave	N Fond du Lac	WI	Fand Da Lee
14:1	7601 Discovery Dr	Middiston	WY!	Dace
3106	1845 Branch St	Midellaton	WI	Dane
3123	6489-6424 Months The.	nosibaM	W !	Done
9186	1801 N. Stoughton Rd	Madison	w:	Dane
9100	1530 Mentiota St	Madison	WI	Duce
9100	Masez Road	Town of Surke	WI	Dane
9300	18501 W Cleveland Ave	New Berlin	Wi	Westership
	1992 Northport Drive	Medisor:	Wi	Bene
	List of all real pr	operty leases	ı	
9019	1434-38 Farthport Orive	Madison	wı	Dene
0115	4407 E. Buckeye Road	Madison	wi	Oene
0118	2002 Permenter Street	Midstoton	WI	Dane
0119	5301-03 S. Ridge Way	Middiuson	WI	finne
0120	7592 Mineral Point Road	Medicon	WI	Done
0122	2402-04 W. Brosdway	Madison	wi	Dana
0127	3153 Maple Grove Drive	Madison	w	Dane
8129	2001 Fish Rotchery Rd	Madison	1/4	Dene
0130	4741 Lion Rued	Medison	W	Dane
9306	1830 E. Highwey 96	Vadnais Heighte	MM	Surescy
3212	5440 S. Refrorts Trail	Inver Grove Mts	M14	Dekoss
0214	4198 Pilot Kneb Rosd	Engan	MN	Dakote
0217	1511 Weir Drive	Woodhary	1944	Washington
0290	11301 Seyion River Rei	Dayton	MSM	Heanspie
0351	14265 Essek Ave 8612 39th Ave; Kennaha	Apple Valley	MN	Saubinta
0355	6336 S 270; Si	Konasha Osk Creek	351 351	Kenosha
0.525	9866 St. 1989 3862			Mill orangloom
0909	1965 Racios Rd., Menucia	Tahama Measshs	AD W	Places
1463				Winnebego
	N88W 16624 Appleton Ave Sic 4	Munomonee Faile	WI	Worskeste
\$105 0136	2401 Pennsylvania Ave.	Modieno	w	Diene
0139	7508 Century Ave 481 N. Third St.	Middleton Madison	W1 W1	Dane Dane
191 1.7 191 1.7	7538 Fish Hetchery Rd,	Madison	W1	Dane Dane
			771	C/0/20

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RECORDED: 05/08/2009

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TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

SECURITY INTEREST

CONVEYING PARTY DATA

Name	Execution Date	Entity Type
PDQ Food Stores, Inc.	04/30/2009	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Jeffrey Jacobsen
Street Address:	1800 U.S. Highway 50
City:	Glenbrook
State/Country:	NEVADA
Postal Code:	89413
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	0834148	PDQ
Registration Number:	0847183	PDQ
Registration Number:	2333124	PDQ
Registration Number:	2333125	PDQ
Registration Number:	2333127	PDQ
Registration Number:	2368371	PDQ
Registration Number:	2391337	PDQ
Registration Number:	2424629	PDQ
Registration Number:	2424630	PDQ
Registration Number:	2496853	PDQ

CORRESPONDENCE DATA

Fax Number:

(608) 283-1709

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone:

(608) 257-9521

900133695

TRADEMARK

REEL: 003984 FRAME: 0371

Email: jbyme@boardmanlawfirm.com Correspondent Name: Joseph W. Byme One South Pinckney Street, Fourth Floor Address Line 1: Madison, WISCONSIN 53527 Address Line 4: ATTORNEY DOCKET NUMBER: 32633-1 NAME OF SUBMITTER: Joseph W. Byme /Joseph W. Byme/ Signature: 05/08/2009 Date: Total Attachments: 7 source=Assign2, Security Agreement - Jacobsen - As Recorded 5-8-09 (A0843421)#page1.tif source=Assign2, Security Agreement - Jacobsen - As Recorded 5-8-09 (A0843421)#page2.tif source=Assign2. Security Agreement - Jacobsen - As Recorded 5-8-09 (A0843421)#page3.tif source=Assign2. Security Agreement - Jacobsen - As Recorded 5-8-09 (A0843421)#page4.tif source=Assign2, Security Agreement - Jacobsen - As Recorded 5-8-09 (A0843421)#page5.tif source=Assign2, Security Agreement - Jacobsen - As Recorded 5-8-09 (A0843421)#page6.tif source=Assign2, Security Agreement - Jacobsen - As Recorded 5-8-09 (A0843421)#page7.tif

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Soxes Checked Are Applicable. Soxes Not Checked Are Inapplicable

SELECTIVE BUSINESS SECURITY AGREEMENT

1. SECURITY INTEREST

Dated.	April 30, 200	39	

In consideration of any financial accommodation at any time granted by <u>Jeticy Jacobson</u>

("Borrower"), such of the undersigned ("Debtor," whether one or more) grants Lender 3 security interest in property, wherever focated, checked in Section 2 ("Collisteral") to secure all debts, obligations and liabilities to (i) Lender arising out of credit previously granted, credit contemporaneously granted and credit granted in the future by Lender to any Debter, or any Borrower, to any of them and another, or to another guaranteed or and credit granted in the future by Lender to any Debter, or any Borrower, to any of them, and (ii) to sech of the landlords (who are affiliates of Lender) of Stores for #134 and #135 for all costs, expenses, rent and other charges payable by Borrower or any successor or assign to any affiliate of Lender relating to PDO Stores #134 and #135 ("Obligations"). Borrower is indebted to JPMorgan Chase Bank, N.A., as agent in such capacity, (the "Bank") pursuant to the Credit Agrocment dated as of April 30, 2009 among Borrower, Bank and the Lenders from time to time; and to Michael S. Amold, individually ("Amold"), pursuant to a Loan Agreement by and between Borrower and Amold dated as of April 30, 2009, as the same may be amended, supplemented or otherwise modified from time to time; and to Michael S. Applemented or otherwise modified from time to time. or otherwise modified from time to time.

2. DESCRIPTION OF COLLATERAL

One or more boxes must be checked.

- (a) 🔯 All Colleteral. If checked here, all equipment, fixtures, inventory, documents, general intangibles, accounts, deposit accounts (unless a security interest would render a nontaxable account taxable), contract rights, chattel paper, patents, trademarks and copyrights (and the good will associated with and registrations and ticenses of any of them), instruments, letter of credit rights and investment property, now owned or hereafter acquired by Debtor;
- (b) Scheduled Colleteral. If checked here, all inventory, accounts, contract rights, equipment, fixtures, general intangibles, instruments, disposif accounts (unless a security interest would render a nonlexable account taxable), letter of credit rights, commercial tort claims, investment properly, documents and challel paper described in the attached schedule and any additional schedules delivered by Debtor
- to Lender from time to time, now owned or hereafter acquired by Debtor (or by Debtor with spouse);

 Specific Colleteral. If checked here, the following described property new owned or hereafter acquired by Debtor: See attached Schedules A and B, buth of which are incorporated in this Agreement and made a part of this Agreement by reference. (c) [3]
- All inventory if checked here, all inventory and decuments relating to inventory now owned or hereafter acquired by Debtor (or by Debtor with spouse); (d) [II]
- All Reservables. If checked here, all accounts, contract rights, chattel paper, letter of cradit rights and instruments now owned or (e) 🛄
- hereafter acquired by Debter (or by Debter with spause);
 All Equipment, if checked here, all equipment and fixtures now owned or hereafter acquired by Debter (or by Debter with spause);
 All General Intengibles, if checked here, all general intengibles now owned or hereafter acquired by Debter (or by Debter with spause);
- and all additions and accessions to, all spars and rapair parts, special tools, equipment and replacements for, softwere used in, all returned or repossessed goods the sale of which gave rise to, and all proceeds, supporting obligations and products of the foregoing.

3. DEBTOR'S WARRANTIES

Debtor warrants and agrees that while any of the Obligations are unpaid:

In consideration of any financial accommodation at any time granted by Jeffrey Jacobson

- (a) Ownership and use. Debtor owns the Colleteral free of all encumbrances and security interests (except i(i) Lender's security interest, (ii) the Bank's security interest, (iii) the Permitted Encumbrances, as defined in the Credit Agreement, and (iv) Amoid's security interest). Chattel paper constituting Colleteral evidences a perfected security interest in the goods (including software used in the goods) covered by it, free from all other encumbrances and security interests, and no financing statement is on file or control agreement in existence (other than Lender's) covering the Colleteral or any of it. Debtor, acting alone, may grant a security interest in the Collateral and agree to the terms of this Agreement. The Collateral is used or bought for use primarily for business purposes.
- (b) Sale of goods or services rendered. Each account and chattel paper constituting Colleteral as of this date arose from the performance of services by Debtor or from a bona fide sale or lease of goods, which have been delivered or shipped to the account debtor and for which Debtor has genuine involces, shipping documents or receipts.

 (c) Enforcesbility. Each account, contract right and chattel paper constituting Collateral as of this date is genuine and enforceable against the
- account debtor according to its terms. It and the transaction out of which it erose comply with all applicable laws and regulations. The amount represented by Debter to Lender as owing by each account debter is the amount actually owing and is not subject to setoff, credit, allowance or adjustment, except discount for prompt payment, nor has any account debter returned the goods or disputed liability.
- (d) Due date. There has been no default according to the terms of any chaltel paper or account constituting Collatoral and no step has been taken to foreclose the security interest it evidences or otherwise enforce its payment.
- (a) Financial condition of account debtor. As of this date Debtor has no notice or knowledge of anything which might impair the credit standing of any account debtor and Debtor will edvise Lender upon receipt of any such notice or knowledge affecting Colleteral.
- (f) Valid organization. If a corporation, limited liability company or general or limited partnership, Debtor is duly organized, validly existing and in good standing under the laws of the state of organization and is authorized to do business in Wisconsin.

 (g) Other agreements. Debtor is not in default under any agreement for the payment of money.
- (h) Authority to contract. The execution and delivery of this Agreement and any instruments evidencing Obligations will not violate or constitute a breach of Debtor's articles of incorporation or organization, by-laws, partnership agreement, operating agreement or any other agreement or restriction to which Debtor is a party or is subject.

 (i) Accuracy of Information. All information, certificates or statements given to Londer pursuant to this Agreement shall be true and complete
- (j) Name and address. Debtor's exact legal name is as sot forth below Section 12. If Debtor is an individual, the address of Debtor's principal residence is as set forth below Section 12. If Debtor is an organization that has only one place of business, the address of Debtor's place of business, or if Debtor has more than one place of business, then the address of Debtor's chief executive office, is as set forth below Section 12.
- (k) Location. The address where the Colletersl will be kept, if different from that appearing below Section 12, is in various locations generally described in Schedule 8 attached hereto and incorporated herein by reference. Such location shall not be changed without the prior written consent of Lender, but the parties intend that the Colleteral, wherever located, is covered by this Agreement.
- (I) Organization. If Debtor is an organization, the type of organization and the state under whose law it is organized are as set forth below Section 32.
- (m) Environmental laws. Except as previously disclosed to Lender, (i) No substance has been, is or will be present, used, stored, deposited, treated, recycled or disposed of on, under, in or about any real estate new or at any time owned or occupied by Debtor ("Property") during the period of Debtor's ownership or use of the Property in a form, quantity or manner which if known to be present on, under, in or about the Property would require clear-up, removal or some other remedial action ("Hazardous Substance") under any federal, state or local laws, regulations, ordinances, codes or rules ("Environmental Laws"), (ii) Debtor has no knowledge, after due inquiry, of any prior use or existence of any Hazardous Substance on the Property by ("Environmental Laws"). (ii) Debtor has no knowledge, after due inquiry, of any prior use or existence of any fiszardous Substance on the Property by any prior owner of or person using the Property. (iii) without limiting the generality of the foregoing, Debtor has no knowledge, after due inquiry, that the Property contains aschasios, polyothorinated biphenyl components (PCBs) or underground storage tanks, (iv) there are no conditions existing currently or likely to exist during the term of this Agreement which would subject Debtor to any damages, penalties, injunctive relief or clean-up costs in any governmental or regulatory action or third-party claim relating to any Hazardous Substance, (v) Debtor is not subject to any court or administrative proceeding, judgment, decree, order or citation relating to any Hazardous Substance, and (vi) Debtor in the past has been, at the present is, and in the future will remain in compliance with all Environmental Laws. Debtor shall indemnify and hold harmless Lander, its directors, officers, employees and agents from all loss, cost (including reasonable sitomays' fees and legal expenses), liability and damage whatsoever directly or indirectly resulting from, adding out of, or based upon (1) the presence, use, storage, deposit, treatment, recycling or disposal, at any time, of any Hazardous Substance on, under, in or about the Property, or the transportation of any Hazardous Substance to or from the Property, (2) the violation or alleged violation of any Environmental Law, permit, judgment or license relating to the presence, use, storage, deposit, treatment, recycling or disposal of any Hazardous Substance on, under, in or about the Property, or the transportation of any Hazardous Substance to or from the Property, (3) the imposition of any governmental lies for the recovery of environmental clean-up costs expended under any Environmental Law. Debtor shall immediately notify Lender in writing of any governmental or regulatory action or third-party claim instituted or threatened in connection with any Hazardous Substance described above on, in, under or about the Property.
- (n) Employees. There are no unpaid wages due employees of Debtor and there are no outstanding liens against assets of Debtor for unpaid wages due amployees of Debtor.
 (a) Fixtures. If any of the Collateral is affixed to real estate, the legal description of the real estate set forth in the UCC Financing Statement.
- signed or authorized by Debtor is true and correct.

TRADEWARK Page 1 of 7 REEL: 00JRADEMARK 0373 (greement)

5. SALE AND COLLECTIONS

(a) Sale of inventory. So long as no default exists under any of the Obligations or this Agreement, Debtor may (a) sell inventory in the ordinary course of Debtor's business for cash or on terms customery in the trade, at prices than any minimum sale price shown on instruments evidencing Obligations and describing inventory, or (b) lease or license inventory on terms customary in the trade.

(b) Verification and notification. Lender may verify Colletersl in any manner, and Debtor shall assist Lender in so doing. Upon default Lender may at any time and Debtor shall, upon request of Lender, notify the account debtors or other persons obligated on the Colletersl to make payment directly to Lander and Lander may enforce collection of, settle, compromise, extend or renew the indebtedness of such account debtors or other persons obligated on the Colleteral. Until account debtors or other persons obligated on the Colleteral are so notified, Debtor, as agent of Lender, shall make collections and receive payments on the Collateral.

(c) Deposit with Lander. At any time Lander may require that all proceeds of Colleteral received by Debtor shall be held by Debtor upon an express trust for Lander, shall not be commingled with any other funds or property of Debtor and shall be turned over to Lendor in precisely the form received (but endorsed by Debtor if necessary for collection) not later than the business day following the day of their receipt. Except as provided in Section 5(d) below, all proceeds of Collateral received by Lender directly or from Dabtor shall be applied against the Obligations in such order and at such times as Lender shall determine.

(d) Accounting, if the extent to which Lender's security interest in the Collateral is a purchase money security interest depends on the application of a payment to a particular obligation of Dabtor, the payment shall first be applied to obligations of Dabtor for which Dabtor did not create a security interest in the order in which those obligations were incurred and then to obligations of Debtor for which Debtor did creats a security interest, including the Obligations secured by the Colleteral, in the order in which those obligations were incurred; provided, however, that Lender shall retain its security interest in all Collateral regardless of the allocation of payments.

6. DESTOR'S COVENANTS

(a) Maintenance of Collateral. Debtor shall: maintain the Collateral in good condition and repair and not permit its value to be impaired; keep it free from all liens, encumbrances and security interests (other than as set forth in Section 3(a) of this Agreement); defend it against all claims and legal proceedings by persons other than Lender; pay and discharge when due all taxes, license lees, levies and other charges upon it, not sell, lease, license or otherwise transfer or dispose of it or permit it to become a lixture or an accession to other goods, except for sales, leases or licenses of inventory as provided in this Agreement or pursuant to the License Agreement between Biorrower and Lender dated as of the date hereof as such may be amended from time to time; not permit it to be used in violation of any applicable law, regulation or policy of insurance; and, as to Collateral consisting of instruments, chattel paper and latter of credit rights, preserve rights in it against prior parties. Loss of or damage to the Collateral shall not affect the liabilities of any Debtor or Borrower under this Agreement, the Obligations or other rights of Lander with respect to the Collateral.

(b) Insurance, Debtor shall keep the Collateral and Lender's Interest in it insured under policies with such provisions, for such amounts and by

such insurers as shall be satisfactory to Lender from time to time, and shall furnish evidence of such insurance satisfactory to Lender. Subject to Lender's satisfaction. Debtor is free to select the insurance agent or insurer through which the insurance is obtained. Debtor assigns (and directs any insurer to pay) to Lender the proceeds of all such insurance and any premium refund, and suthorizes Lender to endorso in the name of Debtor any instruments for such proceeds or refunds and, at the option of Lender, to apply such proceeds and refunds to any unpaid balance of the Obligations, whether or not due, and/or to restoration of the Collateral, returning any excess to Debtor. Each insurance policy shall contain a standard lander's loss payable endorsement in favor of Lender and shall provide that the policy shall not be cancelled, and the coverage shall not be reduced, without at least 10 days' prior written notice by the insurer to Lender. Lender is authorized, in the name of Debtor or otherwise, to make, adjust and/or settle claims under any credit insurance financed by Lender or any insurance on the Colleterel, or cencel the same after the occurrence of an event of default. If Debtor falls to keep any required insurance on the Colleterel, Lender may purchase such insurance for Debtor, such insurance may be acquired by Lender solely to protect the interest of Lender (and will not cover Debtor's equity in the Collateral), and Debtor's obligation to repay Lender shall be in accordance with Section 7(a). Lender acknowledges that Borrower's current insurance policies provided to Lander satisfy the provisions of this subparagraph (b).

(c) Maintenance of security interest. Debtor shall pay all expenses and upon request, take any action reasonably deemed advisable by Lender

to preserve the Colleterel or to establish, evidence, determine and maintain priority of, perfect, continue perfected, terminate and/or onforce Lander's interest in it or rights under this Agreement. Diabtor authorizes Lander to file Uniform Commorcial Code financing statements describing the Colleteral (including describing the Colleteral as "all assets," "all personal property" or with words of similar effect if Section 2(a) is checked) and amendments and correction statements to such financing statements and ratifies any such financing statement or amendment flied prior to the date of this Agreement. Debter will cooperate with Lender in obtaining control of Collateral and other security for the Obligations for which control may be required to perfect Lender's security interest under applicable law. If the Collateral is in possession of a third party, Debter will join with Lender at its request in notifying the third party of Lender's security interest and obtaining an acknowledgment from the third party that it is holding the Colleteral for the benefit of Lender.

(a) Taxes and other charges. Dabter shall pay and discharge all lawful taxes, assessments and government charges upon Debter or against its proporties prior to the date on which penalties attach, unless and to the extent only that such taxes, assessments and charges are contested in good feith

and by appropriate proceedings by Debtor.

(a) Employees. Debtor shall pay all wages when due to employees of Debtor and shall not permit any lien to exist against the assets of Debtor for

unpaid wages due employees of Debtor.

(f) Records and statements. Debtor shall furnish to Lander financial statements at least annually and such other financial information respecting Debtor at such times and in such form as Lender may request. Debtor shall keep accurate and complete records respecting the Collateral in such form as Lender may approve. At such times as Lender may require, Debtor shall furnish to Lender a statement certified by Debtor and in such form and containing such information as may be prescribed by Lender, showing the current status and value of the Collateral. Debtor shall furnish to Lender such reports regarding the payment of wages to employees of Debtor and the number of employees of Debtor as Lender may from time to time request, and without request shall furnish to Lander a written report immediately upon any material increase in the number of amployees of Debtor, the failure of Debtor to pay any wages when due to employees of Debtor or the imposition of any lien against the assets of Debtor for unpeid wages due employees of Debtor.

(g) Inspection of Colleteral. At reasonable times Lender may examine the Colleteral and Debtor's records perteining to it, wherever located, and

make copies of records, and Debtor shall assist Lander in so doing.

(h) [Intentionally Deleted] (i) [intentionally Deleted]

(j) United States contracts. If any Collateral arose out of contracts with the United States or any of its departments, agencies or instrumentalities, Deblor will notify Lender and execute writings required by Lender in order that all money due or to become due under such contracts shall be assigned to Lender and proper notice of the assignment given under the Faderal Assignment of Claims Act.

(k) Modifications. Without the prior written consent of Lender, Debtor shall not alter, modify, extend, renew or cancel any accounts, letter of credit rights or chattel paper constituting Collateral or any Collateral constituting part of the Debtor's borrowing base.

(m) (intentionally Deleted)

(n) Change of name, address or organization. Debtor shall not change Debtor's legal name or address without providing at least 30 days' prior written notice of the change to Lender. Debtor if it is an organization shall not change its type of organization or state under whose law it is organized and shall preserve its organizational existence, and Debtor whether or not Debtor is an organization shall not, in one transaction or in a series of related transactions, merge into or consolidate with any other organization, change Debtor's legal structure or sell or transfer all or substantially all of Debtor's assets.

7. RIGHTS OF LENDER

(a) Authority to perform for Debtor. Upon the occurrence of an event of default or if Debtor fails to perform any of Debtor's duties set forth in this Agreement or in any evidence of or document relating to the Obligations, Lender is authorized, in Debtor's name or otherwise, to take any such action including without limitation signing Debtor's name or paying any amount so required, and the cost shall be one of the Obligations secured by this Agreement and shall be payable by Debtor upon demand with interest from the date of payment by Lender at the highest rate stated in any evidence of any Obligation but not in excess of the maximum rate permitted by lew.

(b) Charging Debtor's credit balance. Unless a lien would be prohibited by law or would render a nontaxable account taxable, Debtor grants.

Lender, as further security for the Obligations, a security interest and lien in any deposit account Debtor may at any time have with Lender and other money now or hereafter owed Debtor by Landar, and agroes that Lander may, at any time after the occurrance of an event of default, without prior notice or demand, set-off all or any part of the unpaid balance of the Obligations against any deposit balances or other money now or hereafter owed Debtor by

(c) Power of attorney. Debtor irrevocably appoints any officer of Lender as Debtor's attorney, with power after an event of default to receive, open and dispose of all mall addressed to Debter (and Lender shall not be required as a condition to the exercise of this power to prove the occurrence of an event of default to the Post Office) to notify the Post Office authorities to change the address for delivery of all mail addressed to Debter to such address as Lender may designate; to enderse the name of Debter upon any instruments which may come into Lender's possession; and to sign and make draws under any letter of credit constituting Collateral on Debtor's behalf. Debtor agrees that Obligations may be created by drafts drawn on Lender by shippers of inventory named in Section 4. Debtor authorizes Lender to honor any such draft accompanied by invoices aggregating the amount of the draft and describing inventory to be shipped to Debtor and to pay any such invoices not accompanied by drafts. Debtor appoints any employee of Lender as Debtor's attorney, with full power to sign Debtor's name on any instrument evidencing an Obligation, or any renewals or extensions, for the amount of such drafts honored by Lander and such instruments may be payable at fixed times or on demand, shall bear interest at the rate from time to time fixed by Lender and Debtor agrees, upon request of Lander, to execute any such instruments. This power of attorney to execute instruments may be revoked by Debtor only by written notice to Lender and no such revocation shall affect any instruments executed prior to the receipt by Lender of such notice. All acts of such attorney are retified and approved and such attorney is not liable for any ect or omission or for any error of judgment or mistake of fact or law. This

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power is a power coupled with an interest and is given as security for the Obligations, and the authority conferred by this power is and shall be irrevocable

and shall rumain in full force and effect until renounced by Landar except as otherwise expressly provided in this Section 7(s).

(a) Non-Bability of Lander, Lendar has no duty to determine the validity of any involve, the authority of any shipper named in Section 4 to ship goods to Debtor or compliance with any order of Debtor. Lender has no duty to protect, insure, collect or realize upon the Collaboral or preserve rights in it against prior parties. Debtor releases Lender from any liability for any act or omission relating to the Obligations, the Collateral or this Agreement, except Lander's willful misconduct.

8. DEFAULT

Upon the occurrence of one or more of the Events of Default as defined in the Loan Agreement dated as of April 30, 2009 by and between Lender and Borrower and the feilure to cure such default as provided in the Loan Agreement:

all of the Obligations shall, at the option of Lender and without notice or demand, become immediately payable; and Lender shall have all rights and remedies for default provided by the Wisconsin Uniform Commercial Code and this Agreement, as well as any other applicable law, and under any evidence of or document relating to any Obligation, and all such rights and remedies are cumulative and may be exercised from time to time. With respect to such rights and remedies:

(a) Repossession. Lender may take possession of Collateral without notice or hearing, which Debtor waives:
(b) Assembling collateral. Lender may require Debtor to assemble the Colleteral and to make it available to Lender at any place reasonably

(c) Notice of disposition. Written notice, when required by law, sent to any address of Debtor in this Agreement at least 10 calender days (counting the day of sending) before the date of a proposed disposition of the Colleteral is reasonable notice;

(d) Expenses and application of proceeds. Debtor shall reimburse Londer for any expense incurred by Lender in protecting or enforcing its

rights under this Agreement before and after judgment, including, without limitation, reasonable eiterneys' less and legal expenses (including those incurred in successful defense or settlement of any counterclaim brought by Debter or incident to any action or proceeding involving Debter brought pursuant to the United States Bankruptcy Code) and all expenses of taking possession, holding, preparing for disposition and disposing of Colleteral (provided, however, Lander has no obligation to dean-up or otherwise prepare the Colleteral for sale). After deduction of such expenses, Lander shall apply the proceeds of disposition to the extent actually received in cash to the Obligations in such order and amounts as it elects or as otherwise required by this Agreement. If Lander selts any Colleteral on credit, Debter will be unsolided only with payments that the purchases actually makes and that Lander actually receives and another to the unround before of the current expenses that actually receives and another to the unround before of the current expenses where of the Colleteral and actually receives and applies to the unpaid balance of the purchase price of the Collateral; and

(e) Waiver. Lender may permit Debtor or Somower to remedy any default without waiving the default ac remedied, and Lender may waive any default without waiving any other subsequent or prior default by Somower or Debtor. Lender shall continue to have all of its rights and remedies under this Agreement even if it does not fully and properly exercise them on all occasions.

9. [INTENTIONALLY DELETED]

10. INTERPRETATION

The validity, construction and enforcement of this Agreement are governed by the internal taws of Wisconsin except to the extent such taws are presempted by faderal law. All terms not otherwise defined have the meanings assigned to them by the Wisconsin Uniform Commercial Code, as amended from time to time, provided, however, that the term "instrument" shall be such term as defined in the Wisconsin Uniform Commercial Code-Secured Transactions Chapter 409. All references in this Agreement to sections of the Wisconsin Statutes are to those sections as they may be renumbered from time to time. Invalidity of any provision of this Agreement shall not affect the validity of any other provision. This Agreement is intended by Debter and Lender as a final expression of this Agreement and as a complete and exclusive statement of its terms, there being no conditions to the enforceability of this Agreement. This Agreement may not be supplemented or modified except in writing.

11. PERSONS BOUND

Each person signing this Agreement is a Debtor. This Agreement benefits Lender, its successors and easigns, and binds Debtor(s) and their respective heirs, personal representatives, successors and assigns and shall bind all persons and entities who become bound as a debtor to this Agreement. Debtor acknowledges receipt of a completed copy of this Agreement.

12. OTHER PROVISIONS

12. OTHER PROVISIONS

This Agreement includes the Jury Waiver attached hereto and incorporated hereto by reference. Debter represents and warrants that the Patents (as defined in Schedule A), Copyrights (as defined in Schedule A), and Trademarks (as defined in Schedule A) constitute all of the patents, patent applications, copyright, copyright registrations, copyright registrations, trademark registrations, trademark registrations and licenses with respect to any of the foregoing new owned by Debter. Within ten (10) days after the creation thereof, Debter shall identify in writing to Lender all new applications for patents, copyright registrations and trademark registrations and licenses of Debter, which new applications, patents, copyright registrations and licenses shall be subject to the terms and conditions of the Selective Susiness Security Agreement.

Natwithstanding anything to the contrary herein, the following shall be excluded from the Collateral: (i) 3,038 shares of common stock of Principal Financial Group, Inc. owned by Borrower on the date hereof, (ii) 100 shares of common stock of WAWA, Inc. owned by Borrower on the date hereof, (iii) 100 shares of common stock of WAWA, Inc. owned by Borrower on the date hereof, (iii) any parmit related to the Borrower's business that by its terms may not be pledged or otherwise transferred, and (iv) any title vehicles now or hereafter owned by Borrower.

In the event of any inconsistency between this Agreement and the Loan Agreement dated as of April 30, 2009 by and between the Lender and the Borrower (the "Loan Agreement"), including with respect to any representation or covenant of the Borrower in this Agreement, the provisions of the Loan Agreement shall control.

THIS AGREEMENT IS SUBJECT TO THE TERMS AND CONDITIONS OF A DEBT SUBORDINATION AGREEMENT DATED AS OF APRIL 30, 2009 (TOGETHER WITH ALL REPLACEMENT SUBORDINATION AGREEMENTS EXECUTED BY ANY CREDITOR (DEFINED BELOW) IN CONNECTION WITH REFINANCINGS THE REFINANCING OF THE CREDIT FACILITIES DESCRIBED IN THE CREDIT AGREEMENT (DEFINED BELOW), COLLECTIVELY, THE "SUBORDINATION AGREEMENT") BETWEEN JEFFREY J. JACOBSEN (AND THE JEFFREY JACOBSEN REVOCABLE LIVING TRUST U/D/T: OCTOBER 23, 2002 (TOGETHER AND INCLUDING ANY OF THEIR RESPECTIVE HEIRS, PERSONAL REPRESENTATIVES, SUCCESSORS AND PERMITTED ASSIGNS, AND CERTAIN OF THEIR AFFILIATES), THE "CREDITOR"), POQ FOOD STORES, INC., A WISCONSIN CORPORATION, AND JPMORGAN CHASE BANK, N.A. IN ITS CAPACITY AS A "LENDER" AND AS ADMINISTRATIVE AGENT ("AGENT") UNDER THE TERMS OF THAT CERTAIN CREDIT AGREEMENT DATED APRIL 30, 2009 ("CREDIT AGREEMENT"), BY AND AMONG POQ FOOD STORES, INC., M&I MARSHALL & ILSLEY BANK, THE OTHER LENDERS FROM TIME TO TIME PARTIES THERETO AND AGENT. A COPY OF SAID DEBT SUBORDINATION AGREEMENT MAY BE OBTAINED, UPON WISTORN REQUEST OF ANY HOLDER OF THIS AGREEMENT, OR FROM AGENT AT 22 EAST MIFFLIN STREET, SUITE 100, MADISON, WISCONSIN 53703, ATTENTION: DAVID SLEZEWSKI.

PDO Food Stores, Inc. DESTOR (SEAL)	By Machael Man
DESTOR (SEAL)	(Michael S. Ameld THE
Address: Y601 Discovery Drive	* Chief Financial Officer
Middleton, WI 53562	8y:
(\$
(Wisconsin) STATE OF ORGANIZATION	*

"Type or print name signed above.

TRADEMARK REEL: 00 TRADEWARK 037 Streement)

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JURY WAIVER ADDENDUM TO SELECTIVE BUSINESS SECURITY AGREEMENT DATED AS OF APRIL 30, 2009

DEBTOR AND LENDER FOR THEMSELVES AND THEIR RESPECTIVE HEIRS, PERSONAL REPRESENTATIVES, SUCCESSORS AND ASSIGNS WAIVE TRIAL BY JURY IN ANY ACTION, PROCEEDING, CLAIM OR COUNTERCLAIM ARISING OUT OF OR IN ANY WAY RELATING TO THIS AGREEMENT, AND AGREE AND CONSENT THAT ANY SUCH ACTION, PROCEEDING, CLAIM OR COUNTERCLAIM SHALL BE DECIDED BY TRIAL TO THE COURT WITHOUT A JURY. DEBTOR ACKNOWLEDGES AND UNDERSTANDS THAT THIS WAIVER AND CONSENT CONSTITUTES A MATERIAL INDUCEMENT TO LENDER TO ENTER INTO THE TRANSACTION EVIDENCED BY THIS AGREEMENT.

DATED AS OF APRIL 30, 2009.

Jeffry/Jacobson

PDQ Food Stores, Inc.

Michael S. Arnold,

Chief Financial Officer

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SCHEDULE A TO SELECTIVE BUSINESS SECURITY AGREEMENT BY PDQ FOOD STORES, INC. ("DEBTOR") TO JEFFREY JACOBSEN ("LENDER") DATED AS OF APRIL 30, 2009

To secure the Obligations, Debtor also grants a security interest in and assigns to Lender for collateral purposes all of its rights, title, interest and benefits to, for and in connection with (i) all leases, rents, contracts, licenses and agreements, including but not limited to, wholesale or supplier agreements, now owned or hereafter acquired, and all extensions, renewals, modifications or amendments of and to those agreements, wherever located; (ii) all domain names now owned or hereafter acquired by Borrower including but not limited to <u>adaptores com</u>, <u>adaptores org</u>, <u>adaptores net</u>, and <u>adaptores definition</u> (iii) all of the following items or types of property collectively referred to as the "Patents", whether presently existing or hereafter created or acquired:

- a. each patent and patent application of Debtor, including, without limitation, each patent and patent application referred to in Exhibit 1 annexed hereto;
- b. each patent license, fee or royalty to which Debtor is a party or to which Debtor is owed, including, without limitation, each patent license listed on Exhibit 1 annexed hereto;
- the right to sue for past, present and future infringement, dilution and damages therefor;
- d. all products and proceeds of the foregoing, including, without limitation, proceeds of insurance policies thereon, all as presently existing or hereafter acquired.
- (iv) all of the following items or types of property collectively referred to as the "Trademarks", whether presently existing or hereafter created or acquired:
- a. each trademark, service mark, collective membership mark, trademark registration and trademark registration application of Debtor, including, without limitation, the trademarks, trademark registrations and trademark registration applications referred to in Exhibit 1 annexed hereto and the goodwill associated therewith;
- b. each trademark, license fee or royalty to which Debtor is a party, including, without limitation, each trademark license listed on Exhibit 1 annexed hereto;
- the right to sue for past, present and future infringement, dilution and damages therefor;
- d. all products and proceeds of the foregoing, including, without limitation, proceeds of insurance policies thereon, all as presently existing or hereafter acquired.
- (v) all of the following items or types of property collectively referred to as the "Copyrights", whether presently existing or hereafter created or acquired:
- a. each copyright, copyright registration and copyright registration application of Debtor, including, without limitation, the copyright, copyright registrations and copyright registration applications referred to in Exhibit 1 annexed hereto;
- b. each copyright license, fee or royalty to which Debtor is a party or to which Debtor is owed, including, without limitation, each copyright licensed listed on Exhibit 1 annexed hereto;
- the right to sue for past, present and future infringement, dilution and damages therefor;
- d. all products and proceeds of the foregoing, including, without limitation, proceeds of insurance policies thereon, all as presenting existing or hereafter acquired.

EXHIBIT 1

to

SCHEDULE A TO SELECTIVE BUSINESS SECURITY AGREEMENT BY PDQ FOOD STORES, INC. ("DEBTOR") TO JEFFREY JACOBSEN ("LENDER") DATED AS OF APRIL 30, 2009

Nark	Registration No.	Registration Date	Class	Description of Goods and/or Services
PDQ (word only)	834,148	8/22/1967	42	Supervisory Services for Grocery Stores
PDQ (word only)	847,183	4/2/1968	42	Grocery Store Services.
PDQ & Design	2,333,124	3/21/2000	4	Gasoline and Diesel Fuel.
PDQ (word only)	2,333,125	3/21/2000	4	Gasoline and Diesel Fuel.
PDQ (word only)	2,333,127	3/21/2000	37	Car Wash Services.
PDQ & Design	2,368,371	7/18/2000	37	Car Wash Services.
PDQ & Design	2,391,337	10/3/2000	30	Deli Products and Pre-Prepared Foods, Namely, Sandwiches, Macaroni, Rice and Pasta Salads; Bakery Goods, Namely, Cookies, Muffins, Pastries and Bagels; Coffee, both Prepared and Unprepared; Prepared Cocoa.
PDQ (word enly)	2,424,629	1/30/2001	35 42	Retail Convenience Store Services Featuring Automotive Fuels, Packaged and Fresh Foods, Tobacco Products, Beer, Soft Drinks, Snack Foods, Candies, Health and Beauty Products, Non-Prescription Medicines, Magozines and Greeting Cards, and General Groceries and Merchandise. Fast Food Restaurant and Delicatessen Services Featuring
PDQ & Dezign	2,424,630	1/30/2001	35 42	Sandwiches, Salads, Baked Goods, Soft Drinks and Coffse. Retail Convenience Store Services Featuring Automotive Fuels, Packaged and Fresh Foods, Tobacco Products, Beer, Soft Drinks, Snack Foods, Candies, Health and Beauty Fundants, Non-Frescription Medicines, Magazinez and Orecting Cards, and General Groceries and Merchandise. Fast Food Restaurant and Delicatessen Services Featuring Sandwiches, Salads, Baked Goods, Soft Drinks and Coffee.
PDQ (Word only)	2,496,853	10/9/2001	30	Deli Products and Pre-Prepared Foods, Namely, Sandwiches, Macaroni, Rice and Pasta Salads; Bakery Goods, Namely, Cookies, Muffins, Pastries and Bagels; Coffee, both Prepared and Unprepared; Prepared Cocoa

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SCHEDULE B TO SCHEDULE B 10 SELECTIVE BUSINESS SECURITY AGREEMENT BY PDQ FOOD STORES, INC. ("DEBTOR") TO JEFFREY JACOBSEN ("LENDER") DATED AS OF APRIL 30, 2009 Name and Location of Stores

	Manne and rocal	<u> </u>		
Lis	t of all Real Properties owned	by Company	and S	ubsidiaries
0106		Middleton	W	Dane
0111		Madison	WI	Dane
0114				
		Madison	WI	Dane
0111	•	Madison	M.	Dane
0118	6702-06 Raymond Rd	Madison	WE	Dane
0117	7 2528-2534 Fish Hatchery Road	Madison	WI	Dane
0120	7514-22 Mineral Point Road-Car Wash	nesthat4	WI	Dane
0122		Madison	WI	Dane
0123				
	~	Madison	WI	Dane
012	-	Madison	WI	Dane
0123	§ 1623-1625 N. Stoughton Rd	Madison	WI	Danc
0121	6133 McKee Rd	Fitchburg	WI	Dane
013		Fitchburg	WI.	Dana
	2400 Roby Road Akia 1100 Nygaard	v manning.	5V #	Denta
0133		Staughton	WI	Dane
		-		
0204	4090 Amapolis Ln	Plymouth	MN	Manageria
		=		Hennepin
0209	703 E. River Rd	Anoku	MN	Anoka
021	7400-16 Mitchell Rd	Eden Prairie	EATH)	Hennepin
0228	950 W. County Rd D	St. Paul	MN	yazmasi
0236	3 14301 Nicollet Ct	Burnsville	MN	Dakota
0292		Mound		
			MN	digenneff
0329		Waukeshu	W.3	Wankesha
9334		Delafield	1813	Waukesha
034	4 1299 Washington Ave	Coderburg	WI	Ozaukae
0356	3 21988 Watertown Rd.	Wnukesha	WI	Waukesha
035	2 8800 75th St	Kenosha	W	Kenosha
035		Waukesha	WI	Waukesha
035				
		Sussex	WI	Waukesha
090	•	N Fond du Lac	W	Fond Du Lac
[4]	1 7601 Discovery Dr	Middleton	WI	Dane
3 100	5 2645 Branch St	Middleton	W.	Dane
312	3 6400-6424 Monona Dr.	Medison	W3	Dane
		110000000	***	\$2000 J.S.
910	D 1601 N. Stoughton Rd	Medison	WI	Dame
910	0 1630 Mendota St	Madison	33.53	S
			WI	Dane
910	O Heese Road	Town of Burke	₩3	Dane
930	i 15501 W Cleveland Ave	New Berlin	Wil	Waukesha
	1902 Northport Drive	Madison	W	Dane
	List of all real p	roperty leases	i	
010	9 1434-38 Northport Drive	kdadiam.	3527	2000
	.	Madison	WI	Dane
0133	g.	Madison	Wi	Dane
0111		Middleton	W	Dune
0;19	9 5301-03 S. Ridge Way	Middleton	W	Dane
012	7502 Mineral Point Road	Madison	WI	Done
0323	2 2402-04 W. Broadway	Madison	W3	Dane
	•			2.2.0
012	7 3153 Maple Grove Brive	Mudison	22.77	K3
	•		WE	Dane
0129		Madison	W 3	Dane
0136	0 4741 Lien Road	Madison	₩3	Dane
0208	6 1020 E. Highway 96	Vadrais Heights	MN	Ramsay
0.2 1 3	5440 S. Roberts Trail	Inver Grove His	MN	Dakota
0214	4 4198 Pilot Knob Rosd	Engan	MN	Dekota
021		Woodbury	MN	Washington
029		•		
	*	Dayton	MN	Hennepin
029		Apple Valley	MN	Dakota
035	-	Kenosha	WI	Kenosha
035	5 6330 S 27th St	Oak Creek	W	Milwaukee
0503	6890 W. Lake Blvd.	Tahoma	CA	Piecer
0909		Menasha	Wi	
	•			Winnebago
140	N88W16624 Appleton Ave Stc 4	Menomonee Falls	WI	Waukesha
5109	5 2401 Pennsylvania Ave.	Madison	WI	Dane
0134	7508 Century Ave	Middleton	WI	Dane
0133		Madison	WI	Danc
911		Madison	WI	Dane

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