BY:_To_the_Director_of_the_U._S. Patent a

APR 0 9 2018

04/09/2018

U.S. DEPARTMENT OF COMMERCE United States Patent and Trademark Office

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ocuments or the new address(es) below.

1. Name of conveying party(ies):	2. Name and address of receiving party(ies)	
	Additional names, addresses, or citizenship attached?	
Ale Asylum, LLC	Name: First Business Bank	
Individual(s) Association	Street Address: 401 Charmany Drive	
Partnership Limited Partnership	City; Madison	
∑ Corporation- State: Wisconsin	State: WI	
Other	Country:US Zip: 53719	
Citizenship (see guidelines)	Individual(s) Citizenship	
Additional names of conveying parties attached? Yes No	Association Citizenship	
3. Nature of conveyance/Execution Date(s):	Partnership Citizenship	
Execution Date(s)March 23, 2018	Limited Partnership Citizenship	
	Corporation Citizenship Wisconsin	
	Other Citizenship	
Security Agreement	If assignee is not domiciled in the United States; a domestic representative designation is attached: Yes No	
Other	(Designations must be a separate document from assignment)	
4. Application number(s) or registration number(s) and A. Trademark Application No.(s) Text	B. Trademark Registration No.(s)	
See Attached	See Attached	
C. Identification or Description of Trademark(s) (and Filing	Additional sheet(s) attached? Yes No	
· · · · · · · · · · · · · · · · · · ·	Bate 17 Application of Registration Number 15 anknown).	
See Attached		
5. Name & address of party to whom correspondence concerning document should be mailed: Name: Penny Byrne	6. Total number of applications and registrations involved:	
Internal Address:	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$490.00	
Street Address: First Business Bank 401 Charmany Drive	Authorized to be charged to deposit account Enclosed	
City:Madison	8. Payment Information:	
State:WI Zip:53719		
Phone Number: 6082325922		
Docket Number:	Deposit Account Number	
Email Address:pbyrne@firstbusiness.com	Authorized User Name	
9. Signature: Verner Curae	3/30/11	
Signature	Date	
Penny Byrne	Total number of pages including cover	
Name of Person Signing	94/10 Abset attachments (and observents) 1/967	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

01 FC:8521

40.00 OP

02 FC:8522

450.00 OP

SCHEDULE

TRADEMARKS

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MARK	COUNTRY/STATE	SERIAL/REG. NO.	FILING DATE/REG. DATE
NAPALM BUNNY	US	Reg. No. 5,391,790	1/30/2018
OKTILLION	US	Reg. No. 5,391,778	1/30/2018
OFF SWITCH	US	Reg. No. 5,391,774	1/30/2018
TEARS OF MY ENEMIES	US	Reg. No. 5,391,754	1/30/2018
HU\$H MONEY	US	Reg. No. 5,391,747	1/30/2018
VELVETEEN HABIT	US	Serial No. 87/525,594	7/12/2017
12 OZ. CURL	US	Serial No. 87/525,432	7/12/2017
Design Only	US	Reg. No. 4,634,348	11/4/2014
		,	
UNSHADOWED	US	Reg. No. 4,588,648	8/19/2014
MERCY GRAND CRU and Design	US	Reg. No. 3,943,695	4/12/2011

TRADEMARK REEL: 006314 FRAME: 0610

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BALLISTIC IPA and Design	US	Reg. No. 3,965,059	5/24/2011
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MARK	COUNTRY/STATE	SERIAL/REG. NO.	FILING DATE/REG. DATE
TRIPEL NOVA and Design	<u>US</u>	Reg. No. 3,940,654	4/5/2011
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TRIFER			
STICKY MCDOOGLE and	. <u>US</u>	Reg. No. 3,965,058	5/24/2011
<u>Design</u>			
lay M. Do			
Sticky M. Doogle			
MADTOWN NUTBROWN	<u>US</u>	Reg. No. 3,943,692	4/12/2011

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SATISFACTION JACKSIN S	<u>US</u>	Reg. No. 3,965,056	<u>5/24/2011</u>
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MARK	COUNTRY/STATE	SERIAL/REG. NO.	FILING DATE/REG. DATE
BEDLAM! and Design	<u>US</u>	Reg. No. 3,940,643	4/5/2011
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AMBERGEDDON and Design	<u>US</u>	Reg. No. 3,940,639	<u>4/5/2011</u>
Ambergeddon			
HOPALICIOUS	<u>US</u>	<u>Reg. No. 4,454,213</u>	<u>12/24/2013</u>
HOPALICIOUS and Design	. <u>US</u>	Reg. No. 4,340,690	<u>5/28/2013</u>

TRADEMARK REEL: 006314 FRAME: 0613

NOTICE OF TRADEMARK SECURITY AGREEMENT (FOR RECORDATION PURPOSES)

This Notice of Trademark Security Agreement, dated as of March 30, 2018, is made with regard to Ale Asylum, LLC ("Borrower"), having an address for notice at 2002 Pankratz Street, Madison, WI 53704-4024 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 July 27, 2014 (as the same may hereafter by 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 Patent and Trademark Security Agreement (the "Security Agreement") by the Borrower.

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, Borrower has granted a security interest in favor of Lender in and with respect to the entire right, title, and interest of Borrower in the trademarks identified in the attached schedule ("Trademarks"), together with the goodwill of the business symbolized by said Trademarks.

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

FIRST BUSINESS BANK

Penny A. Byrne

Senior Director of Loan Operations

TRADEMARK REEL: 006314 FRAME: 0614

Senior Director of Loan Operations

State of UT

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The foregoing instrument was acknowledged before me on this 30 day of MICh, 2018, by

DOCLAR BULLED, SCHOOL DIRECTOR OF OPERATOR First Business Bank, on behalf of the corporation.

My CommissTOR ADEMARK

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RECORDED: 04/09/2018