

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM545933

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
El Chilar - Huff, LLC		10/18/2019	Limited Liability Company: FLORIDA
Huff Hispanic Food Holdings, LLC		10/18/2019	Limited Liability Company: DELAWARE
Wisconsin Cheese Group, LLC		10/18/2019	Limited Liability Company: WISCONSIN
Lisy Corp.		10/18/2019	Corporation: DELAWARE
Reynaldo's Mexican Food Company, LLC		10/18/2019	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Monroe Capital Management Advisors, LLC, as Administrative Agent
<b>Street Address:</b>	311 South Wacker Drive, Suite 6400
<b>Internal Address:</b>	c/o Monroe Capital LLC
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60606
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 204

Property Type	Number	Word Mark
<b>Registration Number:</b>	5466907	EL CHILAR THE FINEST QUALITY PRODUCTS!
<b>Registration Number:</b>	3002597	EL CHILAR THE FINEST QUALITY PRODUCTS!
<b>Registration Number:</b>	4739586	EL PURO SABOR
<b>Registration Number:</b>	4673890	100% WHOLE MILK CHEESE PURA LECHE EL ORI
<b>Registration Number:</b>	2440877	EL ISLENO
<b>Registration Number:</b>	2972131	EL PURO
<b>Registration Number:</b>	2435880	JAL-MEX
<b>Registration Number:</b>	5179483	LISY
<b>Registration Number:</b>	5423639	LISY
<b>Registration Number:</b>	2424650	LISY
<b>Registration Number:</b>	5711147	LISY
<b>Registration Number:</b>	2685887	MEXICO LINDO

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4456638	ÓRALE!
Registration Number:	4467857	ÓRALE!
Registration Number:	2594378	ORALE!
Registration Number:	2475936	ORALE!
Registration Number:	3004777	LA PURA
Registration Number:	1589171	"EL ISLENO"
Registration Number:	3164738	EL REVENTÓN
Registration Number:	3229360	REYNALDO'S
Registration Number:	3967476	REYNALDO'S A TRADITION OF FINE MEXICAN P
Registration Number:	3967473	REYNALDO'S A TRADITION OF FINE MEXICAN P
Registration Number:	4917721	REYNALDO'S A TRADITION OF FINE MEXICAN P
Registration Number:	2257310	REYNALDO'S
Registration Number:	3613771	RECETA DE MI ABUELO
Registration Number:	3561940	REYNALDO'S A TRADITION OF FINE MEXICAN P
Registration Number:	3417188	REYNALDO'S A TRADITION OF FINE MEXICAN P
Registration Number:	3458519	REYNALDO'S A TRADITION OF FINE MEXICAN P
Registration Number:	3355301	BIO SALUD!
Registration Number:	5541927	BIO SALUD!
Registration Number:	3355299	BIO SALUD!
Registration Number:	5009653	CHALCO
Registration Number:	5125917	CHALCO
Registration Number:	1495264	EL VIAJERO
Registration Number:	4827649	EL VIAJERO
Registration Number:	2686430	HONEY CREEK
Registration Number:	5371415	JUICEBIOTICS
Registration Number:	5382387	JUICEBIOTICS
Registration Number:	5138018	LA MORENITA
Registration Number:	4776455	LA MORENITA
Registration Number:	5281671	
Registration Number:	4961082	LA MORENITA BRAND
Registration Number:	4638820	LA MORENITA BRAND
Registration Number:	5200364	LA MORENITA BRAND
Registration Number:	4991281	LA MORENITA BRAND
Registration Number:	5337874	
Registration Number:	5337875	
Registration Number:	2876481	QUESERIA CARIBE
Registration Number:	2752254	WISCONSIN FARMS
Registration Number:	4335866	YA SALUD

Property Type	Number	Word Mark
Registration Number:	4335865	YA SALUD
Registration Number:	3343502	BIO-VITAL!
Registration Number:	1804641	CHALCO
Registration Number:	2762704	EL GOZO
Registration Number:	2726119	EL CHARRITO
Serial Number:	87025238	EL CHILAR THE FINEST QUALITY PRODUCTS!
Serial Number:	88188644	PEPPERS SNACKS SPICES HERBS EL CHILAR TH
Serial Number:	88188661	PEPPERS SNACKS SPICES HERBS EL CHILAR TH
Serial Number:	78403110	LA TRIGUEÑITA
Serial Number:	87370579	EL ISLEÑO
Serial Number:	87249325	EL ISLEÑO
Serial Number:	88258486	EL ISLEÑO THE ISLANDER
Serial Number:	88047481	CHILAR'S
Serial Number:	87880256	EL ORIGINAL
Serial Number:	86300018	THE ISLANDER
Serial Number:	86300032	EL ISLEÑO
Serial Number:	86319937	LISY
Serial Number:	86300021	EL ISLEÑO THE ISLANDER
Serial Number:	78265676	CACHITA SPICES
Serial Number:	86499163	LOS JEFES DE LA COCINA
Serial Number:	86135293	LISY
Serial Number:	85777083	EL ISLEÑO
Serial Number:	85834185	MEXICO LINDO
Serial Number:	85832809	EL ISLEÑO
Serial Number:	86054518	EL ISLEÑO
Serial Number:	86054533	EL ISLEÑO
Serial Number:	85834163	MEXICO LINDO
Serial Number:	86054499	EL ISLEÑO
Serial Number:	86054510	EL ISLEÑO
Serial Number:	86054008	EL ISLEÑO
Serial Number:	86054015	EL ISLEÑO
Serial Number:	86053982	EL ISLEÑO
Serial Number:	86054002	EL ISLEÑO
Serial Number:	86499176	CASA SABROSO
Serial Number:	86499184	EL CONQUISTADOR DE COMIDA
Serial Number:	86499171	LATIN HEAT
Serial Number:	86499180	SIERRA SPICE
Serial Number:	86499183	GRAN RESERVO

Property Type	Number	Word Mark
Serial Number:	86499166	ESPECIAS DE CAMPEONES
Serial Number:	86845228	CACHITA SPICES
Serial Number:	86500912	LATIN LOVER SPICE
Serial Number:	86499167	ARMA SECRETA
Serial Number:	87370568	EL ISLEÑO
Serial Number:	87196640	EL REVENTÓN
Serial Number:	87571519	EL ISLEÑO
Serial Number:	87523501	EL ISLEÑO
Serial Number:	86362389	LA ORIGINAL
Serial Number:	86362383	EL ORIGINAL
Serial Number:	88020793	THE ISLANDER
Serial Number:	87880264	LA ORIGINAL
Serial Number:	87157939	LA PURA
Serial Number:	88604981	MEXI-GRILLERS
Serial Number:	86883332	MEXI-GRILLERS
Serial Number:	86300034	RECETA DE MI ABUELO
Serial Number:	86300039	RECETA DE MI ABUELA
Serial Number:	85670282	MEXI-GRILLERS
Serial Number:	77633524	MEXI-GRILLERS
Serial Number:	77588558	CHORI-MEX
Serial Number:	77255998	RECETA DE MI ABUELO
Serial Number:	77779771	RECETA DE MI ABUELO
Serial Number:	75201333	REYNALDO'S
Serial Number:	86062002	MIAMI SPICE
Serial Number:	86062007	MIAMI CHEESE
Serial Number:	87533592	BELLY ESSENTIALS
Serial Number:	87074174	BIO SALUD!
Serial Number:	87074175	BIO SALUD!
Serial Number:	87593642	GOAT TO GO
Serial Number:	87189659	JELLY JOY
Serial Number:	86624908	LA MORENITA
Serial Number:	86605022	LA MORENITA BRAND
Serial Number:	87021537	LA VERO
Serial Number:	88282575	ORGULLO POBLANO
Serial Number:	88282576	ORGULLO POBLANO ORGULLO LATINO
Serial Number:	76507033	QUESERIA CARIBE
Serial Number:	87608721	SELECT-A-SIZE
Serial Number:	88282591	SWISS HERITAGE CHEESE

Property Type	Number	Word Mark
Serial Number:	88282596	SWISS HERITAGE CHEESE, INC.
Serial Number:	87313374	THE CULINARY GOAT
Serial Number:	88491883	YA ACTIVE
Serial Number:	85521112	JELLY JOY
Serial Number:	85521119	JELLY JOY
Serial Number:	86621175	YA ACTIVE
Serial Number:	87540437	
Serial Number:	87533583	
Serial Number:	87533588	
Serial Number:	87370728	
Serial Number:	87370747	
Serial Number:	87338320	BATTER UP
Serial Number:	87313370	THE CULINARY COW
Serial Number:	87189630	LA SEÑORITA
Serial Number:	87189646	LA SEÑORITA
Serial Number:	87189642	LA SEÑORITA
Serial Number:	87155741	BIO VITAL!
Serial Number:	87155766	BONACULT
Serial Number:	87155755	BONACULT
Serial Number:	87155771	BONACULT
Serial Number:	87155801	LA SEÑORITA
Serial Number:	87155792	LA SEÑORITA
Serial Number:	87155779	BONACULT
Serial Number:	86903230	
Serial Number:	86900536	TRADICIÓN MEXICANA
Serial Number:	86982697	TRADICIÓN MEXICANA
Serial Number:	86790807	LA MARIANITA
Serial Number:	86732171	JELLY JOY
Serial Number:	86332561	HONEY CREEK
Serial Number:	86320551	CHALCO
Serial Number:	86297500	SELECT-A-SIZE
Serial Number:	86231551	BIO SALUD! FREE!
Serial Number:	86075277	BATTER UP
Serial Number:	86005454	BONACULT
Serial Number:	86005479	BONACULT
Serial Number:	86005487	BONACULT
Serial Number:	86005503	BONACULT
Serial Number:	86005507	BONACULT

Property Type	Number	Word Mark
Serial Number:	85961206	LA SEÑORITA
Serial Number:	85926115	BIO VITAL!
Serial Number:	85901099	LA SEÑORITA
Serial Number:	85901107	LA SEÑORITA
Serial Number:	85901118	LA SEÑORITA
Serial Number:	85901126	LA SEÑORITA
Serial Number:	85890581	MI LOLITA
Serial Number:	85890638	MI LOLITA
Serial Number:	85890651	MI LOLITA
Serial Number:	85890674	JELLY JOY
Serial Number:	85883771	LA LOLITA
Serial Number:	85883789	LA LOLITA
Serial Number:	85883804	LA LOLITA
Serial Number:	85883820	BIOHEALTH
Serial Number:	85883828	BIOHEALTH
Serial Number:	85777021	DEL GOLFO
Serial Number:	85777037	DEL GOLFO
Serial Number:	85612842	LA MARIANITA
Serial Number:	85612851	LA MARIANITA
Serial Number:	85612863	LA MARIANITA
Serial Number:	85612873	LA MARIANITA
Serial Number:	85582360	LA VERO
Serial Number:	85582368	MI LORENITA
Serial Number:	85568876	LA VERO
Serial Number:	85568885	MI LORENITA
Serial Number:	85567853	MI LORENITA
Serial Number:	85567866	MI LORENITA
Serial Number:	85567880	LA VERO
Serial Number:	85567904	LA VERO
Serial Number:	85459116	DANCING COW
Serial Number:	85415277	YA ACTIVE
Serial Number:	85415284	YA ACTIVE
Serial Number:	85381259	BITETIZERS
Serial Number:	85325128	CHALCO
Serial Number:	85325137	CHALCO
Serial Number:	88395426	EL PAISANO
Serial Number:	88310624	EL PIASANO
Serial Number:	76106613	ORALE!

Property Type	Number	Word Mark
Serial Number:	75752735	ORALE!
Serial Number:	75734031	EL CORRIDO

**CORRESPONDENCE DATA**

**Fax Number:**

*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:** 3127018637  
**Email:** IPDocket@mayerbrown.com  
**Correspondent Name:** William R. Siegel, Mayer Brown LLP  
**Address Line 1:** 71 S. Wacker Drive  
**Address Line 4:** Chicago, ILLINOIS 60606

<b>ATTORNEY DOCKET NUMBER:</b>	19616223
<b>NAME OF SUBMITTER:</b>	William R. Siegel
<b>SIGNATURE:</b>	/william r siegel/
<b>DATE SIGNED:</b>	10/21/2019

**Total Attachments: 27**

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## **TRADEMARK SECURITY AGREEMENT**

**October 18, 2019**

THIS TRADEMARK SECURITY AGREEMENT (this "Agreement"), is executed by the undersigned (each, a "Grantor") for the benefit of Monroe Capital Management Advisors, LLC, a Delaware limited liability company, as administrative agent for itself, the Lenders, and certain Affiliates of the Lenders (the "Administrative Agent"), in connection with a Guaranty and Collateral Agreement dated as of October 18, 2019, among Grantors party thereto and Administrative Agent (as amended, restated, supplemented or otherwise modified from time to time, the "Guaranty and Collateral Agreement"). Capitalized terms not otherwise defined in this Agreement are being used in this Agreement as defined in the Guaranty and Collateral Agreement.

Pursuant to the Guaranty and Collateral Agreement, each Grantor has granted to Administrative Agent, for itself and the ratable benefit of the Lenders, a security interest in the Collateral (as defined therein), including all of its right, title, and interest in, to, and under all now owned and hereafter acquired trademarks, trademark applications, trademark licenses, and all products and proceeds thereof, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Secured Obligations, subject to the limitations set forth therein. Pursuant to the Guaranty and Collateral Agreement, each Grantor is required to execute and deliver to Administrative Agent, for itself and the ratable benefit of the Lenders, this Agreement.

In consideration of the mutual agreements set forth herein and in the Credit Agreement and the Guaranty and Collateral Agreement, each Grantor does hereby grant to Administrative Agent, for itself and the ratable benefit of the Lenders and (to the extent provided in this Agreement and the Guaranty and Collateral Agreement) their Affiliates, a continuing security interest in all of Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired:

- (1) each Trademark and Trademark application, including, without limitation, each Trademark and Trademark application referred to in Schedule 1, together with any renewals or divisionals thereof and all goodwill associated therewith (though excluding any "intent-to-use" trademark applications prior to the filing of a "Statement of Use" or "Amendment to Allege Use" with respect thereto, to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of such intent-to-use trademark application under applicable federal law); and
- (2) all products and Proceeds of the foregoing, including, without limitation, any royalties or any claim by Grantor against third parties for past, present or future infringement of any Trademark, including, without limitation, any Trademark referred to in Schedule 1 and any Trademark issued pursuant to a Trademark application referred to in Schedule 1 (items (1) and (2) being herein collectively referred to as the "Trademark Collateral").



This security interest is granted in conjunction with the security interests granted to Administrative Agent pursuant to the Guaranty and Collateral Agreement and subject to limitations set forth therein and in the Credit Agreement. Grantor hereby acknowledges and affirms that the rights and remedies of Administrative Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Credit Agreement and in the Guaranty and Collateral Agreement, the terms and provisions of each of which are incorporated by reference herein as if fully set forth herein.

As used in this Agreement, the capitalized terms "Proceeds" and "Trademarks" are as defined in Guaranty and Collateral Agreement. Those definitions, in relevant part, mutatis mutandis, are provided below for convenience only and do not affect the construction of this Agreement, the Credit Agreement, or the Guaranty and Collateral Agreement:

"Proceeds" means all "proceeds" as such term is defined in Section 9-102(a)(64) of the Uniform Commercial Code as in effect on the Closing Date and from time to time in the State of New York.

"Trademarks" means (a) all trademarks, trade names, corporate names, each Grantor's names, business names, fictitious business names, trade styles, service marks, logos, and other source or business identifiers, and all goodwill associated therewith, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all applications in connection therewith (other than any "intent-to-use" applications), whether in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, or otherwise, and all common-law rights related thereto; and (b) the right to obtain all renewals thereof.

[Signature pages follow]

Each Grantor is signing this Trademark Security Agreement as of the date first written above.

**EL CHILAR HUFF, LLC**

By: \_\_\_\_\_  
Name: Bruce Pollack  
Title: President

*{Signature Page to Trademark Security Agreement}*

**TRADEMARK  
REEL: 006775 FRAME: 0409**

**HUFF HISPANIC FOOD HOLDINGS, LLC**

By: 

Name: Bruce Pollack

Title: President

*{Signature Page to Trademark Security Agreement}*

**TRADEMARK  
REEL: 006775 FRAME: 0410**

REYNALDO'S MEXICAN FOOD COMPANY,  
LLC

By: 

Name: Bryce Pollack

Title: President

*[Signature Page to Trademark Security Agreement]*

**TRADEMARK**  
**REEL: 006775 FRAME: 0411**

**WISCONSIN CHEESE GROUP, LLC**

By: 

Name: Bruce Pollack

Title: President

*[Signature Page to Trademark Security Agreement]*

**TRADEMARK  
REEL: 006775 FRAME: 0412**

**LISY CORP.**

By: 

Name: Bruce Pollack

Title: President

*[Signature Page to Trademark Security Agreement]*

**TRADEMARK  
REEL: 006775 FRAME: 0413**

Acknowledged:

MONROE CAPITAL MANAGEMENT  
ADVISORS, LLC, as Administrative Agent

By: Mike Meyer  
Name: Mike Meyer  
Title: Director



SCHEDULE 1

**TRADEMARK COLLATERAL**


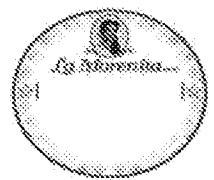
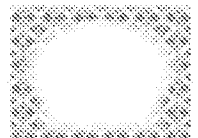
TRADEMARKS

REGISTERED OWNER	REGISTRATION NUMBER	REGISTRATION DATE	TRADEMARK
El Chilar-Huff, LLC	5,466,907	15-May-2018	
El Chilar-Huff, LLC	3,002,597	27-SEP-2005	
El Chilar-Huff, LLC	4,739,586	19-May-2015	
El Chilar-Huff, LLC	4,739,586	19-MAY-2015	EL PURO SABOR <b>Translation:</b> THE PURE FLAVOR
Huff Hispanic Food Holdings, LLC	4,673,890	20-Jan-2015	
Huff Hispanic Food Holdings, LLC	2,440,877	03-Apr-2001	EL ISLEÑO
Huff Hispanic Food Holdings, LLC	2,972,131	19-Jul-2005	
Huff Hispanic Food Holdings, LLC	2,435,880	13-Mar-2001	JAL-MEX
Huff Hispanic Food Holdings, LLC	5,179,483	11-Apr-2017	LISY
Huff Hispanic Food Holdings, LLC	5,423,639	13-Mar-2018	LISY
Huff Hispanic Food Holdings, LLC	2,424,650	30-Jan-2001	LISY
Huff Hispanic Food Holdings, LLC	5,711,147	26-Mar-2019	
Huff Hispanic Food Holdings, LLC	2,685,887	11-Feb-2003	MEXICO LINDO
Huff Hispanic Food Holdings, LLC	4,456,638	24-Dec-2013	ÓRALE!
Huff Hispanic Food Holdings, LLC	4,467,857	14-Jan-2014	ÓRALE!




REGISTERED OWNER	REGISTRATION NUMBER	REGISTRATION DATE	TRADEMARK
Huff Hispanic Food Holdings, LLC	2,594,378	16-Jul-2002	ÓRALE!
Huff Hispanic Food Holdings, LLC	2,475,936	07-Aug-2001	
Huff Hispanic Food Holdings, LLC	3,004,777	04-OCT-2005	 LA PURA <b>Translation:</b> THE PURE
Huff Hispanic Food Holdings, LLC	1,589,171	21-MAR-1988	<b>EL ISLEÑO.</b> ""EL ISLENO"" <b>Translation:</b> ISLANDER
Huff Hispanic Food Holdings, LLC	3,164,738	31-OCT-2006	EL REVENTÓN EL REVENTÓN <b>Cross References:</b> EL REVENTON <b>Translation:</b> BLOWOUT
Reynaldo's Mexican Food Company, LLC	3,229,360	17-Apr-2007	REYNALDO'S
Reynaldo's Mexican Food Company, LLC	3,967,476	24-May-2011	REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Reynaldo's Mexican Food Company, LLC	3,967,473	24-May-2011	REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Reynaldo's Mexican Food Company, LLC	4,917,721	15-Mar-2016	REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS <b>Cross References:</b> REYNALDOS A TRADITION OF FINE MEXICAN PRODUCTS
Reynaldo's Mexican Food Company, LLC	2,257,310	29-JUN-1999	REYNALDO'S
Reynaldo's Mexican Food Company, LLC	3,613,771	28-APR-2009	RECETA DE MI ABUELO RECETA DE MI ABUELO <b>Translation:</b> RECIPES OF MY GRANDFATHER

<b>REGISTERED OWNER</b>	<b>REGISTRATION NUMBER</b>	<b>REGISTRATION DATE</b>	<b>TRADEMARK</b>
Reynaldo's Mexican Food Company, LLC	3,561,940	13-JAN-2009	 REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Reynaldo's Mexican Food Company, LLC	3,417,188	29-APR-2008	 REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Reynaldo's Mexican Food Company, LLC	3,458,519	01-JUL-2008	 REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Wisconsin Cheese Group, LLC	3,355,301	18-Dec-2007	BIO SALUD!
Wisconsin Cheese Group, LLC	5,541,927	14-Aug-2018	BIO SALUD!
Wisconsin Cheese Group, LLC	3,355,299	18-Dec-2007	BIO SALUD!
Wisconsin Cheese Group, LLC	5,009,653	26-Jul-2016	CHALCO
Wisconsin Cheese Group, LLC	5,125,917	17-Jan-2017	CHALCO
Wisconsin Cheese Group, LLC	1,495,264	05-Jul-1988	EL VIAJERO
Wisconsin Cheese Group, LLC	4,827,649	06-Oct-2015	EL VIAJERO
Wisconsin Cheese Group, LLC	2,686,430	11-Feb-2003	HONEY CREEK
Wisconsin Cheese Group, LLC	5,371,415	02-Jan-2018	JUICEBIOTICS
Wisconsin Cheese Group, LLC	5,382,387	16-Jan-2018	JUICEBIOTICS
Wisconsin Cheese Group, LLC	5,138,018	07-Feb-2017	LA MORENITA
Wisconsin Cheese Group, LLC	4,776,455	21-Jul-2015	LA MORENITA

REGISTERED OWNER	REGISTRATION NUMBER	REGISTRATION DATE	TRADEMARK
Wisconsin Cheese Group, LLC	5,281,671	05-Sep-2017	
Wisconsin Cheese Group, LLC	4,961,082	17-May-2016	LA MORENITA
Wisconsin Cheese Group, LLC	4,638,820	18-Nov-2014	LA MORENITA
Wisconsin Cheese Group, LLC	5,200,364	09-May-2017	
Wisconsin Cheese Group, LLC	4,991,281	05-Jul-2016	
Wisconsin Cheese Group, LLC	5,337,874	21-Nov-2017	
Wisconsin Cheese Group, LLC	5,337,875	21-Nov-2017	
Wisconsin Cheese Group, LLC	2,876,481	24-Aug-2004	QUESERIA CARIBE
Wisconsin Cheese Group, LLC	2,752,254	19-Aug-2003	WISCONSIN FARMS
Wisconsin Cheese Group, LLC	4,335,866	14-May-2013	YA SALUD
Wisconsin Cheese Group, LLC	4,335,865	14-May-2013	YA SALUD
Wisconsin Cheese Group, LLC	3,343,502	27-NOV-2007	BIO-VITAL!
Wisconsin Cheese Group, LLC	1,804,641	6-NOV-1993	CHALCO
Lisy Corp.	2,762,704	09-SEP-2003	EL GOZO <b>Translation:</b> ENJOYMENT
Lisy Corp.	2,726,119	17-JUN-2003	EL CHARRITO <b>Translation:</b> M LITTLE MEXICAN SINGER

TRADEMARK APPLICATIONS

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
El Chilar-Huff, LLC	87/025,238	04-May-2016	
El Chilar-Huff, LLC	88/188,644	09-Nov-2018	PEPPERS SNACKS SPICES HERBS 
El Chilar-Huff, LLC	88/188,661	09-Nov-2018	PEPPERS SNACKS SPICES HERBS 
El Chilar Rodriguez Distributors, Inc.	78/403110	16-APR-2004	LA TRIGUENITA <b>Cross References:</b> LA TRIGUENITA <b>Translation:</b> TINY GOLDEN BROWN SKINNED WOMAN
Huff Hispanic Food Holdings, LLC	87370579	14-MAR-2017	EL ISLEÑO Cross References: EL ISLENO Translation: THE ISLANDER
Huff Hispanic Food Holdings, LLC	87249325	28-NOV-2016	EL ISLEÑO Cross References: EL ISLENO Translation: THE ISLANDER
Huff Hispanic Food Holdings, LLC	88/258486	11-JAN-2019	EL ISLENO THE ISLANDER Translation: THE ISLANDER THE ISLANDER
Huff Hispanic Food Holdings, LLC	88/047481	22-JUL-2018	"CHILAR'S Cross References: CHILARS, CHILLERS Translation: CHILI PLANTATION"
Huff Hispanic Food Holdings, LLC	87/880256	17-APR-2018	EL ORIGINAL
Huff Hispanic Food Holdings, LLC	86/300018	4-JUN-2014	THE ISLANDER
Huff Hispanic Food Holdings, LLC	86/300032	4-JUN-2014	EL ISLENO
Huff Hispanic Food Holdings, LLC	86/319937	25-JUN-2014	

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
			LISY
Huff Hispanic Food Holdings, LLC	86/300021	4-JUN-2014	EL ISLENO THE ISLANDER
Huff Hispanic Food Holdings, LLC	78/265676	23-JUN-2003	 CACHITA SPICES
Huff Hispanic Food Holdings, LLC	86/499163	08-JAN-2015	<small>LOS JEFES DE LA COCINA</small> LOS JEFES DE LA COCINA <b>Translation:</b> BOSSES OF THE KITCHEN
Huff Hispanic Food Holdings, LLC	86/135293	04-DEC-2013	<b>LISY</b> LISY
Huff Hispanic Food Holdings, LLC	85/777083	12-NOV-2012	 EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	85/834185	28-JAN-2013	<small>MEXICO LINDO</small> MEXICO LINDO <b>Translation:</b> MEXICO BEAUTIFUL

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
Huff Hispanic Food Holdings, LLC	85/832809	25-JAN-2013	 EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	86/054518	03-SEP-2013	EL ISLEÑO  EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	86/054533	03-SEP-2013	EL ISLEÑO  EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	85/834163	28-JAN-2013	MEXICO LINDO  MEXICO LINDO <b>Translation:</b> MEXICO BEAUTIFUL
Huff Hispanic Food Holdings, LLC	86/054499	03-SEP-2013	EL ISLEÑO  EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
Huff Hispanic Food Holdings, LLC	86/054510	03-SEP-2013	 EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	86/054008	03-SEP-2013	 EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	86/054015	03-SEP-2013	 EL ISLEÑO THE ISLANDER <b>Cross References:</b> EL ISLENO THE ISLANDER <b>Translation:</b> THE ISLANDER THE ISLANDER
Huff Hispanic Food Holdings, LLC	86/053982	03-SEP-2013	 EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	86/054002	03-SEP-2013	 EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE



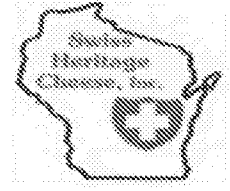
APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
			ISLANDER
Huff Hispanic Food Holdings, LLC	86/499176	08-Jan-2015	CASA SABROSO <b>Translation:</b> TASTY HOME
Huff Hispanic Food Holdings, LLC	86/499184	08-Jan-2015	EL CONQUISTADOR DE COMIDA <b>Translation:</b> THE CONQUEROR OF FOOD
Huff Hispanic Food Holdings, LLC	86/499171	08-JAN-2015	LATIN HEAT LATIN HEAT
Huff Hispanic Food Holdings, LLC	86/499180	08-JAN-2015	SIERRA SPICE SIERRA SPICE
Huff Hispanic Food Holdings, LLC	86/499183	08-JAN-2015	GRAN RESERVO <b>Translation:</b> LARGE RESERVE
Huff Hispanic Food Holdings, LLC	86/499166	08-Jan-2015	ESPECIAS DE CAMPEONES <b>Translation:</b> SPICES OF CHAMPIONS




APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
Huff Hispanic Food Holdings, LLC	86/845228	10-DEC-2015	 CACHITA SPICES
Huff Hispanic Food Holdings, LLC	86/500912	12-JAN-2015	<small>LATIN LOVER SPICE</small> LATIN LOVER SPICE
Huff Hispanic Food Holdings, LLC	86/499167	08-JAN-2015	<small>ARMA SECRETA</small> ARMA SECRETA <b>Translation:</b> SECRET WEAPON
Huff Hispanic Food Holdings, LLC	87/370568	14-MAR-2017	EL ISLEÑO EL ISLEÑO <b>Cross References:</b> EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	87/196640	07-OCT-2016	<small>EL REVENTÓN</small> EL REVENTÓN <b>Cross References:</b> EL REVENTON <b>Translation:</b> THE PARTY
Huff Hispanic Food Holdings, LLC	87/571519	16-AUG-2017	 EL ISLENO
Huff Hispanic Food Holdings, LLC	87/523501	11-Jul-2017	

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
			EL ISLENO <b>Translation:</b> THE ISLANDER
Huff Hispanic Food Holdings, LLC	86/362389	11-AUG-2014	 LA ORIGINAL <b>Translation:</b> THE ORIGINAL
Huff Hispanic Food Holdings, LLC	86/362383	11-AUG-2014	 EL ORIGINAL <b>Translation:</b> THE ORIGINAL
Huff Hispanic Food Holdings, LLC	88/020,793	29-Jun-2018	THE ISLANDER
Huff Hispanic Food Holdings, LLC	87/880,264	17-Apr-2018	
Huff Hispanic Food Holdings, LLC	87/157,939	01-Sep-2016	
Reynaldo's Mexican Food Company, LLC	88/604,981	05-Sep-2019	MEXI-GRILLERS
Reynaldo's Mexican Food Company, LLC	86/883332	22-JAN-2016	MEXI-GRILLERS <b>Cross References:</b> MEXIGRILLERS
Reynaldo's Mexican Food Company, LLC	86/300034	04-JUN-2014	RECETA DE MI ABUELO <b>Translation:</b> RECIPES OF MY GRANDFATHER

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
Reynaldo's Mexican Food Company, LLC	86/300039	04-JUN-2014	RECETA DE MI ABUELA RECETA DE MI ABUELA <b>Translation:</b> RECIPES OF MY GRANDMOTHER
Reynaldo's Mexican Food Company, LLC	85/670282	06-JUL-2012	MEXI-GRILLERS MEXI-GRILLERS <b>Cross References:</b> MEXIGRILLERS
Reynaldo's Mexican Food Company, LLC	77/633524	15-DEC-2008	MEXI-GRILLERS MEXI-GRILLERS
Reynaldo's Mexican Food Company, LLC	77/588558	08-OCT-2008	CHORI-MEX CHORI-MEX
Reynaldo's Mexican Food Company, LLC	77/255998	15-AUG-2007	RECETA DE MI ABUELO RECETA DE MI ABUELO <b>Translation:</b> RECIPES OF MY GRANDFATHER
Reynaldo's Mexican Food Company, LLC	77/779771	13-JUL-2009	RECETA DE MI ABUELO RECETA DE MI ABUELO <b>Translation:</b> RECIPES OF MY GRANDFATHER
Reynaldo's Mexican Food Company, LLC	75/201333	21-NOV-1996	REYNALDO'S
Reynaldo's Mexican Food Company, LLC	86/062002	11-SEP-2013	MIAMI SPICE
Reynaldo's Mexican Food Company, LLC	86/062007	11-SEP-2013	MIAMI CHEESE

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
Wisconsin Cheese Group, LLC	87/533,592	19-Jul-2017	BELLY ESSENTIALS
Wisconsin Cheese Group, LLC	87/074,174	16-Jun-2016	BIO SALUD!
Wisconsin Cheese Group, LLC	87/074,175	16-Jun-2016	siottlOrnit
Wisconsin Cheese Group, LLC	87/593,642	01-Sep-2017	GOAT TO GO
Wisconsin Cheese Group, LLC	87/189,659	30-Sep-2016	JELLY JOY
Wisconsin Cheese Group, LLC	86/624,908	11-May-2015	LA MORENITA
Wisconsin Cheese Group, LLC	86/605,022	21-Apr-2015	
Wisconsin Cheese Group, LLC	87/021,537	02-May-2016	LA VERO
Wisconsin Cheese Group, LLC	88/282,575	30-Jan-2019	ORGULLO POBLANO
Wisconsin Cheese Group, LLC	88/282,576	30-Jan-2019	
Wisconsin Cheese Group, LLC	76/507,033	15-Apr-2003	QUESERIA CARIBE
Wisconsin Cheese Group, LLC	87/608,721	14-Sep-2017	SELECT-A-SIZE
Wisconsin Cheese Group, LLC	88/282,591	30-Jan-2019	SWISS HERITAGE CHEESE
Wisconsin Cheese Group, LLC	88/282,596	30-Jan-2019	

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
Wisconsin Cheese Group, LLC	87/313,374	25-Jan-2017	THE CULINARY GOAT
Wisconsin Cheese Group, LLC	88/491,883	27-Jun-2019	YA ACTIVE
Wisconsin Cheese Group, LLC	85/521112	20-JAN-2012	JELLY JOY
Wisconsin Cheese Group, LLC	85/521119	20-JAN-2012	JELLY JOY
Wisconsin Cheese Group, LLC	86/621175	06-MAY-2015	YA ACTIVE YA ACTIVE <b>Cross References:</b> YES ACTIVE <b>Translation:</b> NOW ACTIVE
Wisconsin Cheese Group, LLC	87/540437	24-JUL-2017	
Wisconsin Cheese Group, LLC	87/533583	19-JUL-2017	
Wisconsin Cheese Group, LLC	87/533588	19-JUL-2017	
Wisconsin Cheese Group, LLC	87/370728	14-MAR-2017	
Wisconsin Cheese Group, LLC	87/370747	14-MAR-2017	
Wisconsin Cheese Group, LLC	87/338320	16-FEB-2017	BATTER UP
Wisconsin Cheese Group, LLC	87/313370	25-JAN-2017	THE CULINARY COW

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
Wisconsin Cheese Group, LLC	87/189630	30-SEP-2016	LA SEÑORITA
Wisconsin Cheese Group, LLC	87/189646	30-SEP-2016	LA SEÑORITA <b>Cross References:</b> LA SENORITA <b>Translation:</b> THE YOUNG LADY
Wisconsin Cheese Group, LLC	87/189642	30-SEP-2016	LA SEÑORITA <b>Cross References:</b> LA SENORITA <b>Translation:</b> THE YOUNG LADY
Wisconsin Cheese Group, LLC	87/155741	30-AUG-2016	BIO VITAL! <b>Cross References:</b> BIO VITAL
Wisconsin Cheese Group, LLC	87/155766	30-AUG-2016	BONACULT
Wisconsin Cheese Group, LLC	87/155755	30-AUG-2016	BONACULT
Wisconsin Cheese Group, LLC	87/155771	30-AUG-2016	BONACULT
Wisconsin Cheese Group, LLC	87/155801	30-AUG-2016	LA SEÑORITA <b>Cross References:</b> LA SENORITA <b>Translation:</b> THE YOUNG LADY
Wisconsin Cheese Group, LLC	87/155792	30-AUG-2016	LA SEÑORITA Cross References: LA SENORITA Translation: THE YOUNG LADY
Wisconsin Cheese Group, LLC	87/155779	30-AUG-2016	BONACULT
Wisconsin Cheese Group, LLC	86/903230	10-FEB-2016	
Wisconsin Cheese Group, LLC	86/900536	08-FEB-2016	TRADICIÓN MEXICANA <b>Cross References:</b> TRADICION MEXICANA <b>Translation:</b> MEXICAN TRADITION
Wisconsin Cheese Group, LLC	86/982697	08-FEB-2016	TRADICIÓN MEXICANA <b>Cross References:</b>

APPLICANT	APPLICATION NO.	FILING DATE	TRADEMARK
			TRADICION MEXICANA <b>Translation:</b> MEXICAN TRADITION
Wisconsin Cheese Group, LLC	86/790807	16-OCT-2015	LA MARIANITA
Wisconsin Cheese Group, LLC	86/732171	20-AUG-2015	JELLY JOY
Wisconsin Cheese Group, LLC	86/332561	09-JUL-2014	HONEY CREEK
Wisconsin Cheese Group, LLC	86/320551	25-JUN-2014	CHALCO
Wisconsin Cheese Group, LLC	86/297500	02-JUN-2014	SELECT-A-SIZE <b>Cross References:</b> SELECT A SIZE
Wisconsin Cheese Group, LLC	86/231551	25-MAR-2014	BIO SALUD! FREE! <b>Cross References:</b> BIO SALUD FREE <b>Translation:</b> BIO HEALTH FREE
Wisconsin Cheese Group, LLC	86/075277	26-SEP-2013	BATTER UP
Wisconsin Cheese Group, LLC	86/005454	09-JUL-2013	BONACULT
Wisconsin Cheese Group, LLC	86/005479	09-JUL-2013	BONACULT
Wisconsin Cheese Group, LLC	86/005487	09-JUL-2013	BONACULT
Wisconsin Cheese Group, LLC	86/005503	09-JUL-2013	BONACULT
Wisconsin Cheese Group, LLC	86/005507	09-JUL-2013	BONACULT
Wisconsin Cheese Group, LLC	85/961206	17-JUN-2013	LA SEÑORITA <b>Cross References:</b> LA SENORITY <b>Translation:</b> THE YOUNG LADY
Wisconsin Cheese Group, LLC	85/926115	08-MAY-2013	BIO VITAL! <b>Cross References:</b> BIO VITAL
Wisconsin Cheese Group, LLC	85/901099	11-APR-2013	LA SEÑORITA <b>Cross References:</b> LA SENORITA <b>Translation:</b> THE YOUNG LADY

<b>APPLICANT</b>	<b>APPLICATION NO.</b>	<b>FILING DATE</b>	<b>TRADEMARK</b>
Wisconsin Cheese Group, LLC	85/901107	11-APR-2013	LA SEÑORITA <b>Cross References:</b> LA SENORITA <b>Translation:</b> THE YOUNG LADY
Wisconsin Cheese Group, LLC	85/901118	11-APR-2013	LA SEÑORITA <b>Cross References:</b> LA SENORITA <b>Translation:</b> THE YOUNG LADY
Wisconsin Cheese Group, LLC	85/901126	11-APR-2013	LA SEÑORITA <b>Cross References:</b> LA SENORITA <b>Translation:</b> THE YOUNG LADY
Wisconsin Cheese Group, LLC	85/890581	29-MAR-2013	MI LOLITA Translation: MY LOLITA
Wisconsin Cheese Group, LLC	85/890638	29-MAR-2013	MI LOLITA Translation: MY LOLITA
Wisconsin Cheese Group, LLC	85/890651	29-MAR-2013	MI LOLITA Translation: MY LOLITA
Wisconsin Cheese Group, LLC	85/890674	29-MAR-2013	JELLY JOY
Wisconsin Cheese Group, LLC	85/883771	22-MAR-2013	"LA LOLITA Translation: THE LOLITA"
Wisconsin Cheese Group, LLC	85/883789	22-MAR-2013	"LA LOLITA Translation: THE LOLITA"
Wisconsin Cheese Group, LLC	85/883804	22-MAR-2013	"LA LOLITA Translation: THE LOLITA"
Wisconsin Cheese Group, LLC	85/883820	22-MAR-2013	BIOHEALTH
Wisconsin Cheese Group, LLC	85/883828	22-MAR-2013	BIOHEALTH
Wisconsin Cheese Group, LLC	85777021	12-NOV-2012	"DEL GOLFO Translation: THE GULF"
Wisconsin Cheese Group, LLC	85777037	12-NOV-2012	"DEL GOLFO Translation: THE GULF"
Wisconsin Cheese Group, LLC	85612842	01-MAY-2012	"LA MARIANITA Translation: THE LITTLE MARY ANN"
Wisconsin Cheese Group, LLC	85612851	01-MAY-2012	"LA MARIANITA Translation: THE LITTLE MARY ANN"



<b>APPLICANT</b>	<b>APPLICATION NO.</b>	<b>FILING DATE</b>	<b>TRADEMARK</b>
Wisconsin Cheese Group, LLC	85612863	01-MAY-2012	"LA MARIANITA Translation: THE LITTLE MARY ANN"
Wisconsin Cheese Group, LLC	85612873	01-MAY-2012	"LA MARIANITA Translation: THE LITTLE MARY ANN"
Wisconsin Cheese Group, LLC	85/582360	28-MAR-2012	LA VERO <b>Translation:</b> THE TRUE
Wisconsin Cheese Group, LLC	85/582368	28-MAR-2012	MI LORENITA <b>Translation:</b> MY LORENA (WITH ENDEARMENT)
Wisconsin Cheese Group, LLC	85/568876	14-MAR-2012	LA VERO <b>Translation:</b> FEMALE NAME VERONICA
Wisconsin Cheese Group, LLC	85/568885	14-MAR-2012	MI LORENITA <b>Cross References:</b> MY LORENITA
Wisconsin Cheese Group, LLC	85/567853	13-MAR-2012	MI LORENITA <b>Translation:</b> MY LORENA WITH ENDEARMENT
Wisconsin Cheese Group, LLC	85/567866	13-MAR-2012	MI LORENITA <b>Translation:</b> MY LORENA WITH ENDEARMENT
Wisconsin Cheese Group, LLC	85/567880	13-MAR-2012	LA VERO <b>Translation:</b> VERONICA
Wisconsin Cheese Group, LLC	85/567904	13-MAR-2012	LA VERO <b>Translation:</b> THE VERO
Wisconsin Cheese Group, LLC	85/459116	28-OCT-2011	DANCING COW
Wisconsin Cheese Group, LLC	85/415277	06-SEP-2011	YA ACTIVE <b>Translation:</b> GET ACTIVE
Wisconsin Cheese Group, LLC	85/415284	06-SEP-2011	YA ACTIVE <b>Translation:</b> GET ACTIVE
Wisconsin Cheese Group, LLC	85/381259	26-JUL-2011	BITETIZERS
Wisconsin Cheese Group, LLC	85/325128	19-MAY-2011	CHALCO
Wisconsin Cheese Group, LLC	85/325137	19-MAY-2011	CHALCO
Wisconsin Cheese Group, LLC	88/395426	22-APR-2019	EL PAISANO
Wisconsin Cheese Group, LLC	88/310624	21-FEB-2019	EL PAISANO

<b>APPLICANT</b>	<b>APPLICATION NO.</b>	<b>FILING DATE</b>	<b>TRADEMARK</b>
Lisy Corp.	76/106613	10-AUG-2000	ORALE! <b>Translation:</b> COOL
Lisy Corp.	75/752735	16-JUL-1999	ORALE! <b>Translation:</b> COOL
Lisy Corp.	75/734031	22-JUN-1999	EL CHARRITO <b>Translation:</b> M LITTLE MEXICAN SINGER