

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM573228

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the the nature of conveyance should be a security interest, not an assignment of the entire interest and the goodwill previously recorded on Reel 006026 Frame 0311. Assignor(s) hereby confirms the Assignment of the entire interest and the goodwill.		
RESUBMIT DOCUMENT ID:	900539371		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wisconsin Cheese Company LLC		03/16/2017	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	First Business Bank		
Street Address:	401 Charmany Drive		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5031140	WISCONSIN CHEESE COMPANY 100% WISCONSIN	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6082325922		
Email:	pbyrne@firstbusiness.com		
Correspondent Name:	Penny Byrne c/o First Business Bank		
Address Line 1:	401 Charmany Drive		
Address Line 4:	Madison, WISCONSIN 53719		
NAME OF SUBMITTER:	Penny A. Byrne		
SIGNATURE:	/Penny A Byrne/		
DATE SIGNED:	04/23/2020		
Total Attachments: 8			
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NOTICE OF TRADEMARK SECURITY AGREEMENT
(FOR RECORDATION PURPOSES)

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

RECITALS:

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

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

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

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

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

FIRST BUSINESS BANK

By: [Signature], VP
Joshua D. Hoesch

State of WI

)SS

County of Dane

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

[Signature]
Notary Public, State of Wisconsin
My Commission expires: 11-24-17

SCHEDULE
UNITED STATES TRADEMARKS

<u>MARK</u>	<u>SERIAL NO./REG. NO.</u>	<u>FILING DATE/REG. DATE</u>
WISCONSIN CHEESE COMPANY	86879851 / 5031140	1/19/2016; 8/30/2016

United States of America

United States Patent and Trademark Office

**Wisconsin
Cheese
Company**



Reg. No. 5,031,140

Registered Aug. 30, 2016

Int. Cl.: 29

Trademark

Principal Register

Wisconsin Cheese Company LLC (WISCONSIN LIMITED LIABILITY COMPANY)
P.O. Box 43
Oregon, WI 53575

CLASS 29: Cheese

FIRST USE 3-18-2009; IN COMMERCE 3-18-2009

The mark consists of the stylized words "WISCONSIN CHEESE COMPANY" in which each word appears on a separate line and each letter is particularly shaded so as to create the illusion that it is three-dimensional, all placed to the left of a map of the state of Wisconsin that is solidly filled except for the stylized words "100% WISCONSIN CHEESE", the letters of which are uniquely positioned so the words appear to flow in a non-linear, ribbon-like manner.

OWNER OF U.S. REG. NO. 3808744

No claim is made to the exclusive right to use the following apart from the mark as shown:
"CHEESE COMPANY" AND "CHEESE"

SEC.2(F)

SER. NO. 86-879,851, FILED 01-19-2016
JENNY K PARK, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Russell

6907 University Ave. #227 Middleton, WI 53562 608-826-5007 www.erklaw.com

*Russell Law is a trade name of the Law Office of Elizabeth T Russell, LLC
Elizabeth T Russell is admitted to practice in New York, Connecticut and Wisconsin*

September 6, 2016

Wisconsin Cheese Company LLC
PO Box 43
Oregon, WI 53575

**Re: WISCONSIN CHEESE COMPANY 100% WISCONSIN CHEESE [design]
(Class 029)
Our file # 90856-001**

I am pleased to report that the United States Patent and Trademark Office registered the above-referenced mark on its Principal Register. Your certificate of registration is enclosed.

As we've discussed, the Federal registration process is a lengthy one, and even after your mark has been registered you must observe strict filing deadlines to maintain the registration. If you do not submit required filings on time, your registration will be CANCELLED.


Please retain this letter in your files and calendar your important dates.

Your Mark:


Date of Application: 1/19/2016
Serial Number: 86879851
Registration Number: 5031140
Registration Date: 8/30/2016




You **must** submit a Section 8 Declaration of Continued Use between the 5th and 6th anniversary of Federal registration, *i.e.*, no earlier than [Registration Date + 5 years] and no later than [Registration Date + 6 years]. Here is a Section 8 calendar for your mark, for you to complete:

		YOUR DEADLINE
	Registration Date + 6 years =	

You **may** submit a Section 15 Declaration of Incontestability, with your Section 8 Declaration, between the 5th and 6th anniversary of Federal registration, *i.e.*, no earlier than [Registration Date + 5 years] and no later than [Registration Date + 6 years]. Here is a Section 15 calendar for your mark, for you to complete:

		YOUR DEADLINE
	Registration Date + 6 years =	

You **must** submit a Section 9 Application for Renewal between the 9th and 10th year of registration, *i.e.*, no earlier than [Registration Date + 9 years] and no later than [Registration Date + 10 years]; this **must** also be accompanied by a Section 8 Declaration of Continued Use. You **must** submit a Section 9 Application for Renewal every 10 years to maintain your registration. Here is your first Section 9/Section 8 calendar for your mark, for you to complete:

		YOUR DEADLINE
	Registration Date + 10 years =	

The Trademark Office will collect a fee every time you submit one of these filings. If you need assistance with filing, please be in touch with me no later than four months prior to each deadline so we can plan and submit your responses.

THIS WILL BE YOUR FINAL NOTICE REGARDING THESE DEADLINES, AND OBSERVING THEM WILL BE YOUR SOLE RESPONSIBILITY.

I will be happy to assist you in submitting responses, but I will take no responsibility for reminding you about the deadlines or taking any other action on your behalf, without express written instruction from you, to do so.

Now that your mark has been registered, you may begin using the ® symbol. To avoid cancellation based on the mark having become generic, please be sure to use your mark as an adjective and never as a noun or a verb. If you have any questions about proper usage of your mark, please contact me.

Please be in touch if you have any questions or if I can be of any further assistance.

Best regards,

Elizabeth T Russell

Elizabeth T Russell

Digitally signed by Elizabeth T Russell
DN: cn=Elizabeth T Russell, o=Russell Law, ou,
email=beth@erklaw.com, c=US
Date: 2016.09.06 14:24:21 -05'00'

Enc.