

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM749552

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
First Business Bank		03/16/2017	Corporation:
RECEIVING PARTY DATA			
Name:	Wisconsin Cheese Company LLC		
Street Address:	343 Lake Kegonsa Road		
City:	Oregon		
State/Country:	WISCONSIN		
Postal Code:	53575		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5031140	WISCONSIN CHEESE COMPANY 100% WISCONSIN	
CORRESPONDENCE DATA			
Fax Number:	9133009282		
<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:	913-717-4423		
Email:	esagapolu@firstbusiness.bank		
Correspondent Name:	Eugenia Sagapolu - First Business Bank		
Address Line 1:	401 Charmany Dr		
Address Line 4:	Madison, WISCONSIN 53719		
NAME OF SUBMITTER:	Eugenia Sagapolu		
SIGNATURE:	/Eugenia Sagapolu/08/18/2022		
DATE SIGNED:	08/18/2022		
Total Attachments: 9			
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RELEASE OF SECURITY INTEREST IN TRADEMARK

This Release of Security Interest in Trademark (this “**Release**”) is given as of July 28, 2022, by FIRST BUSINESS BANK, a Wisconsin Corporation, (“**Lender**”), to Wisconsin Cheese Company LLC, a Wisconsin corporation (“**Borrower**”).

WHEREAS, Borrower and Lender are parties to that certain Notice of Trademark Security Agreement, dated as of March 16, 2017, which was recorded with the United States Patent and Trademark Office (“**USPTO**”) on March 21, 2017, at Reel 6026, Frame 0311; updated March 10, 2020, at Reel 6921, Frame 0639 (the “**Security Agreement**”), pursuant to which, among other things, Borrower granted to Lender a security interest in and to certain collateral including the Wisconsin Cheese Company trademarks, USPTO Registration Nos. 5031140 (the “**Released Trademark**”); and

WHEREAS, Lender desires to release its security interest in and liens upon the Released Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Lender hereby releases its security interest in and liens upon the Released Trademark and reassigns any and all interest it may have in the Released Trademark to Borrower.

IN WITNESS WHEREOF, Lender has caused this Release to be duly executed as of the date first above written.

FIRST BUSINESS BANK,

By: Chad Steen, VP

Name: Chad Steen

Title: Vice President

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, Sr. Client Relationship 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

TRADEMARK
REEL: 007825 FRAME: 0658



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

APRIL 6, 2017

PTAS

KELLY EASTWOOD
401 CHARMANY DR.
MADISON, WI 53719

900401208

UNITED STATES PATENT AND TRADEMARK OFFICE NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT RECORDATION BRANCH OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE ASSIGNMENT RECORDATION BRANCH AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT RECORDATION BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 03/21/2017

REEL/FRAME: 6026/0311
NUMBER OF PAGES: 2

BRIEF: ASSIGNS THE ENTIRE INTEREST

ASSIGNOR:

WISCONSIN CHEESE COMPANY LLC

DOC DATE: 03/16/2017

CITIZENSHIP: WISCONSIN

ENTITY: LIMITED LIABILITY COMPANY

ASSIGNEE:

FIRST BUSINESS BANK

CITIZENSHIP: WISCONSIN

ENTITY: CORPORATION

401 CHARMANY DR.

MADISON, WISCONSIN 53719

SERIAL NUMBER: 86879851

FILING DATE: 01/19/2016

REGISTRATION NUMBER: 5031140

REGISTRATION DATE: 08/30/2016

MARK: WISCONSIN CHEESE COMPANY 100% WISCONSINCHEESE

DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM422515

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900399147

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wisconsin Cheese Company LLC		03/16/2017	Limited Liability Company: WISCONSIN

RECEIVING PARTY DATA

Name:	First Business Bank
Street Address:	401 Charmany Dr.
City:	Madison
State/Country:	WISCONSIN
Postal Code:	53719
Entity Type:	Corporation: WISCONSIN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	5031140	WISCONSIN CHEESE COMPANY 100% WISCONSIN

CORRESPONDENCE DATA

Fax Number: 6082325969
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: 6089575018
Email: keastwood@firstbusiness.com
Correspondent Name: Kelly Eastwood
Address Line 1: 401 Charmany Dr.
Address Line 4: Madison, WISCONSIN 53719

NAME OF SUBMITTER:	Kelly Eastwood
SIGNATURE:	/kelly eastwood/
DATE SIGNED:	04/05/2017

Total Attachments: 1

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United States Patent and Trademark Office

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Your assignment has been received by the USPTO.
The coversheet of the assignment is displayed below:

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT		
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RECEIVING PARTY DATA			
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Street Address:	401 Charmany Dr.		
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State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5031140	WISCONSIN CHEESE COMPANY 100% WISCONSIN	
CORRESPONDENCE DATA			
Fax Number:	6082325969		
Phone:	6089575018		
Email:	keastwood@firstbusiness.com		
<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>			
Correspondent Name:	Kelly Eastwood		
Address Line 1:	401 Charmany Dr.		
Address Line 4:	Madison, WISCONSIN 53719		
NAME OF SUBMITTER:	Kelly Eastwood		
Signature:	/kelly eastwood/		
Date:	03/21/2017		
Total Attachments: 2 source=Signed Trademark Assignment#page1.tif source=Signed Trademark Assignment#page2.tif			
RECEIPT INFORMATION			
ETAS ID:	TM420398		
Receipt Date:	03/21/2017		
Fee Amount:	\$40		

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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:

	Registration Date + 6 years =	YOUR DEADLINE
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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:

	Registration Date + 10 years =	YOUR DEADLINE
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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.