

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM803119

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the conveyance type from Assigns the Entire Interest to Security Interest previously recorded on Reel 006314 Frame 0609. Assignor(s) hereby confirms the Security Interest.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ALE ASYLUM, LLC		03/30/2018	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: 17			
Property Type	Number	Word Mark	
Registration Number:	3940643	BEDLAM!	
Registration Number:	5391747	HU\$H MONEY	
Registration Number:	3943692	MADTOWN NUTBROWN	
Registration Number:	3965059	BALLISTIC IPA	
Registration Number:	4340690	HOPALICIOUS	
Registration Number:	4454213	HOPALICIOUS	
Registration Number:	3943695	MERCY GRAND CRU	
Registration Number:	5391790	NAPALM BUNNY	
Registration Number:	5391774	OFF SWITCH	
Registration Number:	5391778	OKTILLION	
Registration Number:	3965056	SATISFACTION JACKSIN S	
Registration Number:	3965058	STICKY MCDOOGLE	
Registration Number:	5391754	TEARS OF MY ENEMIES	
Registration Number:	3940654	TRIPEL NOVA	
Registration Number:	4588648	UNSHADOWED	
Registration Number:	4634348		
Registration Number:	3940639	AMBERGEDDON	

OP \$440.00 3940643

CORRESPONDENCE DATA**Fax Number:** 4142770656

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: 4142716560**Email:** jltreml@michaelbest.com**Correspondent Name:** Laura Konkell of Michael Best & Friedrich**Address Line 1:** 790 N Water Street, Suite 2500**Address Line 4:** Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Jaime Trembl
---------------------------	--------------

SIGNATURE:	/jaime trembl/
-------------------	----------------

DATE SIGNED:	04/13/2023
---------------------	------------

Total Attachments: 7

source=assignment-tm-security agreement#page1.tif

source=assignment-tm-security agreement#page2.tif

source=assignment-tm-security agreement#page3.tif


source=assignment-tm-security agreement#page4.tif

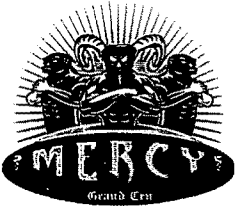

source=assignment-tm-security agreement#page5.tif



source=assignment-tm-security agreement#page6.tif



source=assignment-tm-security agreement#page7.tif




SCHEDULE
TRADEMARKS

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

			
BALLISTIC IPA and Design 	US	Reg. No. 3,965,059	5/24/2011

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

<u>and Design</u> 			
<u>SATISFACTION JACKSON S</u> <u>and Design</u> 	<u>US</u>	<u>Reg. No. 3,965,056</u>	<u>5/24/2011</u>

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

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 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.

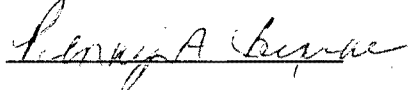
As a further condition to making any loan or other financial accommodation under the Loan Agreement or otherwise, the Lender has required the execution and delivery of a Patent and Trademark Security Agreement (the "Security Agreement") by the Borrower.

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

By: 
Penny A. Byrne
Senior Director of Loan Operations

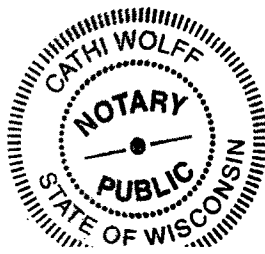
Senior Director of Loan Operations

State of WI

)SS

County of Dane

The foregoing instrument was acknowledged before me on this 30th day of March, 2018, by Penny A Byrne, Senior Director of Operations of First Business Bank, on behalf of the corporation.



Cathi Wolff

Notary Public, State of Wisconsin

TRADEMARK

RECORDED: 04/08/2018

REEL: 008042 FRAME: 0507