TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM803119

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT	
	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

		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

REEL: 008042 FRAME: 0499

TRADEMARK

900765884

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: iltreml@michaelbest.com

Correspondent Name: Laura Konkel of Michael Best & Friedrich

Address Line 1: 790 N Water Street, Suite 2500
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Jaime Treml
SIGNATURE:	/jaime treml/
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

BY:_To_the_Director_of_the_U._S. Patent a

04/09/2018



103679107

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

ocuments or the new	address(es) below.

1. Name of conveying party(ies):	2. Name and address of receiving party(ies)
Als Asslers II O	Additional names, addresses, or citizenship attached?
Ale Asylum, LLC	Name: First Business Bank
☐ Individual(s) ☐ Association ☐ Partnership ☐ Limited Partnership ☐ Corporation- State: Wisconsin ☐ Other ☐ Citizenship (see guidelines) ☐ Additional names of conveying parties attached? ☐ Yes ☒ No 3. Nature of conveyance/Execution Date(s):	Street Address: 401 Charmany Drive City: Madison State: WI Country:US Zip: 53719 Individual(s) Citizenship Association Citizenship Partnership Citizenship
Execution Date(s)March 23, 2018	Corporation Citizenship Wisconsin
Assignment Merger	Other Citizenship
Security Agreement Change of Name	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)
A. Trademark Application No.(s) See Attached C. Identification or Description of Trademark(s) (and Filing See Attached	B. Trademark Registration No.(s) See Attached Additional sheet(s) attached? Yes No Date if Application or Registration Number is unknown):
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: <u>WI</u> Zip. <u>53719</u>	
Phone Number: 6082325922	Deposit Account Number
Docket Number:	Authorized User Name
Email Address: pbyrne@firstbusiness.com	Authorized Oser Name
9. Signature: Signature Penny Byrne	Total number of pages including cover 94/10 序语的 attachments 原则的现在形式的
Name of Person Signing	04/10\C219 \wantemin engages 1.00116.10

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

...iiilillitee.

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

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

MARK	COUNTRY/STATE	SERIAL/REG. NO.	FILING DATE/REG. DATE
The second of th	***		
TRIPEL NOVA and Design	. <u>US</u>	Reg. No. 3,940,654	4/5/2011
TRIFELDOVA			
STICKY MCDOOGLE and Design	. <u>US</u>	<u>Reg. No. 3,965,058</u>	5/24/2011
aby M. Doc			
Sticky M. Doogle			
MADTOWN NUTBROWN	<u>US</u>	Reg. No. 3,943,692	4/12/2011

and Design		÷	
MADIOLA			
NUTBROWN			
	A Company of the Comp		
			= 10.4 (0.62.4)
SATISFACTION JACKSIN S	<u>US</u>	Reg. No. 3,965,056	<u>5/24/2011</u>
and Design			According to the contract of t
The state of the s			
Salisfaction			
	and the second s		
S. William			
ं इंग्हें			

MARK	COUNTRY/STATE	SERIAL/REG. NO.	FILING DATE/REG. DATE
BEDLAM! and Design	<u>US</u>	Reg. No. 3,940,643	<u>4/5/2011</u>
XWZ.			
			<u>.</u>
*			
BEDLAM!			and the same of th
* •		,	
AMBERGEDDON and Design	<u>US</u>	Reg. No. 3,940,639	4/5/2011
<u>DCSIgn</u>			
*****	·		
Ambergeding			
HOPALICIOUS	<u>US</u>	Reg. No. 4,454,213	12/24/2013
HOPALICIOUS and Design	. <u>US</u>	Reg. No. 4,340,690	<u>5/28/2013</u>
SOUS CO.	·		
ONO ON			

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

Senior Director of Loan Operations

State of WI

)SS

The foregoing instrument was acknowledged before me on this 30 day of MICh, 2018, by Donner A Prime, ___, Senior Director of Operator of First Business Bank, on behalf of the corporation.

Notary Public, State of Wisconsin

TRADEMARK

REEL: 008042 FRAME: 0507

RECORDED: 04/09/2028