

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM806892

|                                   |                                      |                        |                        |
|-----------------------------------|--------------------------------------|------------------------|------------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT                       |                        |                        |
| <b>NATURE OF CONVEYANCE:</b>      | RELEASE OF SECURITY INTEREST         |                        |                        |
| <b>CONVEYING PARTY DATA</b>       |                                      |                        |                        |
| <b>Name</b>                       | <b>Formerly</b>                      | <b>Execution Date</b>  | <b>Entity Type</b>     |
| FIRST BUSINESS BANK               |                                      | 03/14/2023             | Corporation: WISCONSIN |
| <b>RECEIVING PARTY DATA</b>       |                                      |                        |                        |
| <b>Name:</b>                      | ALE ASYLUM, LLC                      |                        |                        |
| <b>Street Address:</b>            | 3698 Kinsman Blvd                    |                        |                        |
| <b>City:</b>                      | Madison                              |                        |                        |
| <b>State/Country:</b>             | WISCONSIN                            |                        |                        |
| <b>Postal Code:</b>               | 53704                                |                        |                        |
| <b>Entity Type:</b>               | Limited Liability Company: WISCONSIN |                        |                        |
| <b>PROPERTY NUMBERS Total: 17</b> |                                      |                        |                        |
| <b>Property Type</b>              | <b>Number</b>                        | <b>Word Mark</b>       |                        |
| <b>Registration Number:</b>       | 3940639                              | AMBERGEDDON            |                        |
| <b>Registration Number:</b>       | 3965059                              | BALLISTIC IPA          |                        |
| <b>Registration Number:</b>       | 3940643                              | BEDLAM!                |                        |
| <b>Registration Number:</b>       | 4454213                              | HOPALICIOUS            |                        |
| <b>Registration Number:</b>       | 4340690                              | HOPALICIOUS            |                        |
| <b>Registration Number:</b>       | 5391747                              | HU\$H MONEY            |                        |
| <b>Registration Number:</b>       | 3943692                              | MADTOWN NUTBROWN       |                        |
| <b>Registration Number:</b>       | 3943695                              | MERCY GRAND CRU        |                        |
| <b>Registration Number:</b>       | 5391790                              | NAPALM BUNNY           |                        |
| <b>Registration Number:</b>       | 5391774                              | OFF SWITCH             |                        |
| <b>Registration Number:</b>       | 5391778                              | OKTILLION              |                        |
| <b>Registration Number:</b>       | 3965056                              | SATISFACTION JACKSIN S |                        |
| <b>Registration Number:</b>       | 3965058                              | STICKY MCDOOGLE        |                        |
| <b>Registration Number:</b>       | 5391754                              | TEARS OF MY ENEMIES    |                        |
| <b>Registration Number:</b>       | 3940654                              | TRIPEL NOVA            |                        |
| <b>Registration Number:</b>       | 4588648                              | UNSHADOWED             |                        |
| <b>Registration Number:</b>       | 4634348                              |                        |                        |
| <b>CORRESPONDENCE DATA</b>        |                                      |                        |                        |

OP \$440.00 3940639

**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 Konkel of Michael Best & Friedrich

**Address Line 1:** 790 N Water Street, Suite 2500

**Address Line 4:** Milwaukee, WISCONSIN 53202

|                           |             |
|---------------------------|-------------|
| <b>NAME OF SUBMITTER:</b> | Jaime Treml |
|---------------------------|-------------|

|                   |               |
|-------------------|---------------|
| <b>SIGNATURE:</b> | /jaime treml/ |
|-------------------|---------------|

|                     |            |
|---------------------|------------|
| <b>DATE SIGNED:</b> | 04/25/2023 |
|---------------------|------------|

**Total Attachments: 5**

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## RELEASE OF TRADEMARK SECURITY INTEREST

This RELEASE OF TRADEMARK SECURITY INTEREST (“**Release**”) is made and effective as of March 14, 2022 and granted by First Business Bank, a Wisconsin State Bank (the “**Secured Party**”), in favor of Ale Asylum, LLC (the “**Grantor**”) and its successors, assigns and legal representatives.

WHEREAS, the in connection with certain loan obligations to Secured Party evidenced by a Loan Agreement dated July 27, 2014, as amended (the “**Obligations**”), Grantor executed and delivered to the Secured Party that certain Patent and Trademark Security Agreement dated March 23, 2018. T(he “**Security Agreement**”);

WHEREAS, pursuant to the Security Agreement, the Grantor pledged and granted to the Secured Party a security interest in and to all of the right, title and interest of such Grantor in, to and under the Trademark Collateral (as defined below);

WHEREAS, on April 9, 2018 Secured Party recorded notice of the Security Agreement with the United States Patent and Trademark Office at Reel 006314, Frame 0609 through 0615; and

WHEREAS, the Grantor requested that Secured Party enter into this Release in order to effectuate, evidence and record the release and reassignment to the Grantor of any and all right, title and interest the Secured Party may have in the Trademark Collateral pursuant to the Security Agreement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Secured Party hereby states as follows:

1. Release of Security Interest. Secured Party, on behalf of itself, its successors, legal representatives and assigns, hereby terminates the Security Agreement and terminates, releases and discharges any and all security interests that it has pursuant to the Security Agreement in any and all right, title and interest of the Grantor, and reassigns to the Grantor any and all right, title and interest that it may have, in, to and under the following (collectively, the “**Trademark Collateral**”):

(a) any and all trademarks, service marks, trade names, brand names, logos, trade dress, design rights and other similar designations of source, whether registered or unregistered, including the trademark registrations and applications set forth in Schedule 1 hereto, together with the goodwill connected with the use thereof and symbolized thereby and all extensions and renewals thereof (“**Trademarks**”);

(b) all rights of any kind whatsoever of such Grantor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action, with respect to any of the foregoing, whether occurring before, on or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Further Assurances. Secured Party agrees, at the Grantor’s expense,] to take all further actions, and provide to the Grantor and its successors, assigns and legal representatives all such cooperation

and assistance, including, without limitation, the execution and delivery of any and all further documents or other instruments, as the Grantor and its successors, assigns and legal representatives may reasonably request in order to confirm, effectuate or record this Release.

3. Governing Law. This Release and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Release and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Wisconsin, without giving effect to any choice or conflict of law provision or rule (whether of the State of Wisconsin or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Secured Party has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

FIRST BUSINESS BANK

By:  VP

Name: Chad Steen

Title: V.P.

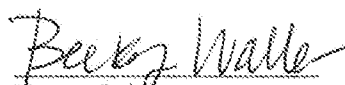
Address for Notices:  
11300 Tomahawk Creek Pkwy  
Leawood, KS 66211

[ACKNOWLEDGMENT

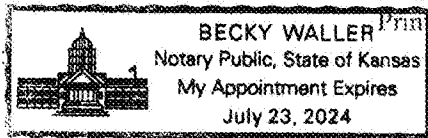
STATE OF [STATE] )  
 )SS.

COUNTY OF [COUNTY] )

On the 14<sup>th</sup> day of March, 2023, before me personally appeared Chad Steen, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the foregoing instrument, who, being duly sworn, did depose and say that he/she/they executed the same in his/her/their authorized capacity as the Vice President of First Business Bank, a Wisconsin State Bank, and acknowledged the instrument to be his/her free act and deed/ for the uses and purposes mentioned in the instrument.

  
Notary Public

My Commission Expires [DATE]



Printed Name: Becky Waller

**SCHEDULE 1  
TRADEMARKS**

| <b>TRADEMARK<br/>NAME</b>                               | <b>STATUS</b> | <b>U.S.<br/>REGISTRATION<br/>DATE</b> | <b>U.S.<br/>SERIAL<br/>NUMBER</b> | <b>U.S.<br/>REGISTRATION<br/>NUMBER</b> |
|---|---------------|---------------------------------------|-----------------------------------|---|
| <i>Ambergeddon</i><br><i>(logo mark)</i>                | Live          | 04-05-11                              | 85100052                          | 3,940,639                               |
| <i>Ballistic IPA</i><br><i>(logo mark)</i>              | Live          | 05-24-11                              | 85100210                          | 3,965,059                               |
| <i>Bedlam!</i><br><i>(logo mark)</i>                    | Live          | 04-05-11                              | 85100113                          | 3,940,643                               |
| <i>Hopalicious</i><br><i>(logo mark)</i>                | Live          | 05-28-13                              | 85360685                          | 4,340,690                               |
| <i>Hopalicious</i><br><i>(word mark)</i>                | Live          | 12-24-13                              | 85919288                          | 4,454,213                               |
| <i>Hu\$h Money</i><br><i>(word mark)</i>                | Live          | 07-12-17                              | 87524982                          | 5391747                                 |
| <i>Madtown</i><br><i>Nutbrown</i><br><i>(logo mark)</i> | Live          | 04-12-11                              | 85100149                          | 3,943,692                               |
| <i>Mercy Grand</i><br><i>CRU</i><br><i>(logo mark)</i>  | Live          | 04-12-11                              | 85100234                          | 3,943,695                               |
| <i>Napalm Bunny</i><br><i>(word mark)</i>               | Live          | 01-30-18                              | 87525634                          | 5391790                                 |
| <i>Off Switch</i><br><i>(word mark)</i>                 | Live          | 01-30-18                              | 87525483                          | 5,391,774                               |

| <b>TRADEMARK<br/>NAME</b>                        | <b>STATUS</b> | <b>U.S.<br/>REGISTRATION<br/>DATE</b> | <b>U.S.<br/>SERIAL<br/>NUMBER</b> | <b>U.S.<br/>REGISTRATION<br/>NUMBER</b> |
|--|---------------|---------------------------------------|-----------------------------------|---|
| <i>Oktilion</i><br>(word mark)                   | Live          | 01-30-18                              | 87525537                          | 5391778                                 |
| <i>Satisfaction<br/>Jacksin S</i><br>(logo mark) | Live          | 05-24-11                              | 85100124                          | 3,965,056                               |
| <i>Stickey<br/>McDoogle</i><br>(logo mark)       | Live          | 05-24-11                              | 85100173                          | 3,965,058                               |
| <i>Tears of My<br/>Enemies</i><br>(word mark)    | Live          | 07-12-17                              | 87525083                          | 5,391,754                               |
| <i>Tripel Nova</i><br>(logo mark)                | Live          | 04-05-11                              | 85100191                          | 3,940,654                               |
| <i>Unshadowed</i><br>(logo mark)                 | Live          | 11-04-14                              | 86220567                          | 4,634,348                               |
| <i>Unshadowed</i><br>(word mark)                 | Live          | 08-10-14                              | 86172224                          | 4,588,648                               |