

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM835415

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Interest Recorded at Reel/Frame 7142/0509		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A., as Administrative Agent		08/29/2023	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Kum & Go, L.C.		
Street Address:	6400 Westown Parkway		
City:	West Des Moines		
State/Country:	IOWA		
Postal Code:	50266		
Entity Type:	Limited Liability Company: IOWA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5843457	GO FRESH MARKET	
Registration Number:	5843458	GO FRESH MARKET KUM & GO	
Registration Number:	5108876	&REWARDS	
Registration Number:	5131500	&BALANCE	
CORRESPONDENCE DATA			
Fax Number:	2149813400		
<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:	214-981-3483		
Email:	dclark@sidley.com		
Correspondent Name:	Dusan Clark, Esq.		
Address Line 1:	Sidley Austin LLP		
Address Line 2:	2021 McKinney Ave., Suite 2000		
Address Line 4:	Dallas, TEXAS 75201		
NAME OF SUBMITTER:	Dusan Clark		
SIGNATURE:	/Dusan Clark/		
DATE SIGNED:	08/29/2023		
Total Attachments: 5			
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**TERMINATION AND RELEASE OF SECURITY INTEREST
IN TRADEMARKS**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS**, dated as of August 29, 2023 (“Release”), is made by JPMorgan Chase Bank, N.A., for itself and as Administrative Agent (“Administrative Agent”) in favor of Kum & Go, L.C., an Iowa limited liability company (the “Grantor”).

WHEREAS, pursuant to each of (x) that certain Guaranty and Collateral Agreement, dated as of December 11, 2012 (as amended and restated by that certain Amended and Restated Guaranty and Collateral Agreement dated as of January 14, 2016, as amended and restated by that certain Second Amended and Restated Guaranty and Collateral Agreement dated as of December 21, 2020, as amended and restated by that certain Third Amended and Restated Guaranty and Collateral Agreement dated as of May 13, 2022, and as further amended, restated, supplemented, or otherwise modified from time to time, the “Guaranty and Collateral Agreement”), by and among the Grantor, Administrative Agent, and the other grantors from time to time party thereto and (y) each of (i) the Confirmatory Grant of Security Interest in United States Trademarks, dated as of December 11, 2012, by the Grantor in favor of Administrative Agent (the “2012 Trademark Security Agreement”), (ii) the Confirmatory Grant of Security Interest in United States Trademarks, dated as of January 14, 2016, by the Grantor in favor of Administrative Agent (the “2016 Trademark Security Agreement”), (iii) the Confirmatory Grant of Security Interest in United States Trademarks, dated as of December 21, 2020, by the Grantor in favor of Administrative Agent (the “2020 Trademark Security Agreement”) and (iv) the Confirmatory Grant of Security Interest in United States Trademarks, dated as of May 13, 2022, by the Grantor in favor of Administrative Agent (the “2022 Trademark Security Agreement” and collectively with the 2012 Trademark Security Agreement, the 2016 Trademark Security Agreement and the 2020 Trademark Security Agreement, the “Trademark Security Agreements” and each, a “Trademark Security Agreement”), the Grantor granted to Administrative Agent, for the benefit of the Secured Parties, a security interest in (1) all of Grantor’s right, title and interest in and to the trademarks listed on Schedule A attached hereto (the “Trademarks”) then owned or from to time after the date thereof owned or acquired by Grantor, together with (2) all proceeds of such Trademarks, (3) the goodwill associated with such Trademarks and (4) all causes of action arising prior to or after the date thereof for infringement of such Trademarks or unfair competition regarding the same (collectively, the “Trademark Collateral”);

WHEREAS, the 2012 Trademark Security Agreement was recorded at the United States Patent and Trademark Office (“USPTO”) on December 11, 2012 at Reel 4917 Frame 0086;

WHEREAS, the 2016 Trademark Security Agreement was recorded at the USPTO on January 14, 2016 at Reel 5709 Frame 0770;

WHEREAS, the 2020 Trademark Security Agreement was recorded at the USPTO on December 22, 2020 at Reel 7142 Frame 0509; and

WHEREAS, the 2022 Trademark Security Agreement was recorded at the USPTO on May 16, 2022 at Reel 7721 Frame 0851.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Administrative Agent, on behalf of itself and the Secured Parties, and Grantor agree as follows:

SECTION 1. Defined Terms. All capitalized terms used herein but not otherwise defined herein have the meanings given to them in the Guaranty and Collateral Agreement or the applicable Trademark Security Agreement.

SECTION 2. Termination and Release. Administrative Agent, on behalf of itself and the Secured Parties, without representation, warranty, or recourse, hereby:

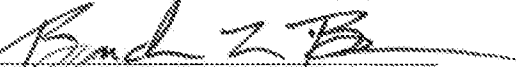
- (a) terminates each Trademark Security Agreement and terminates, cancels, discharges, and releases the security interest in the Trademark Collateral, including, but not limited to, the foregoing listed on Schedule A attached hereto;
- (b) reassigns, grants and conveys to Grantor any and all of Administrative Agent's right, title and interest in and to the Trademark Collateral; and
- (c) authorizes the recordation of this Release with the USPTO at Grantor's expense.

SECTION 3. Further Actions. Administrative Agent agrees to take all further actions, and provide to the Grantor and their respective successors, assigns or other legal representatives, all such cooperation and assistance reasonably requested by the Grantor, at the Grantor's sole cost and expense, to more fully and effectively effectuate the purpose of this Release.

[Signature Page Follows.]

IN WITNESS WHEREOF, Administrative Agent, on behalf of itself and the Secured Parties, has caused this Release to be duly executed as of the date first set forth above.

JPMORGAN CHASE BANK, N.A., as Administrative Agent

By: 
Name: Brandon L. Blauer
Title: Authorized Officer



*Signature Page to
Termination and Release of Security Interest in Trademarks
(Kum & Go, L.C.)*

TRADEMARK
REEL: 008181 FRAME: 0766

Schedule A

U.S. Trademarks

Mark	Serial No.	Reg. No.	Reg. Date
EWATER <i>and Design</i> 	85642023		
NUCLEAR	85343261	4087628	1/17/2012
GO FRESH MARKET <i>and Design</i> 	85242871		
HILAND PREMIUM	77848285		
HILAND	77848226	4080525	1/3/2012
NUTRI20	77172334	3417148	4/29/2008
GO FRESH MARKET <i>and Design</i> 	76700393		
HILAND	76699946	3881945	11/30/2010
JAVA RIDGE	76682481	3602935	4/7/2009
HILAND	76661925	3245916	5/29/2007
MENANCE MANIAC	76643654	3275899	8/7/2007
KUM & GO	73160108	1141200	11/4/1980
NUCLEAR	86724366		

Mark	Serial No.	Reg. No.	Reg. Date
K&G	86576938		
NUTRI2O	86485713		
WHERE & MEANS MORE	86438663		
HILAND PREMIUM FRUIT REFRESH <i>and Design</i> 	85950016	4622015	10/14/2014
GO FRESH MARKET	88280278	5843457	27-AUG-2019
GO FRESH MARKET KUM & GO 	88280285	5843458	27-AUG-2019
&REWARDS	87034920	5108876	27-DEC-2016
&BALANCE	86851887	5131500	31-JAN-2017
A FRESH PERSPECTIVE	97322742		