

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM858939

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jackson's Food Company, LLC		12/01/2023	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	First Business Specialty Finance, LLC		
Street Address:	401 Charmany Drive		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	98075080	EAT SUPER. LOVE SUPER. SHARE SUPER.	
Registration Number:	6720344	JACKSON'S	
Serial Number:	90593389	SNACK SUPER	
Serial Number:	90593407	LUNCH HERO	
Serial Number:	90593461	SNACK HERO	
Serial Number:	90593987	YUM HERO	
Registration Number:	6720339	JACKSON'S	
Registration Number:	6638787	JACKSON'S	
Registration Number:	6720345	EAT SUPER	
Serial Number:	90593979	CHIP HERO	
Registration Number:	5557344	CHIPS YOU CAN EAT	
Registration Number:	5557345	CHIPS YOU CAN EAT	
Registration Number:	5557346	PUFFS YOU CAN EAT	
Registration Number:	5557347	PUFFS YOU CAN EAT	
Registration Number:	4607998	JACKSON'S HONEST	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 414-273-3500
Email: emcguire@gklaw.com
Correspondent Name: Brian G. Gilpin; Godfrey & Kahn, S.C.
Address Line 1: 833 E. Michigan Street, Suite 1800
Address Line 4: Milwaukee, WISCONSIN 53202-5615

ATTORNEY DOCKET NUMBER:	057401-0254
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NAME OF SUBMITTER:	Brian G. Gilpin
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SIGNATURE:	/Brian G. Gilpin/
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DATE SIGNED:	12/06/2023
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Total Attachments: 3

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**NOTICE OF TRADEMARK SECURITY AGREEMENT
(FOR RECORDATION PURPOSES)**

This Notice of Trademark Security Agreement, dated as of December 1, 2023, is made with regard to JACKSON'S FOOD COMPANY, LLC, a Wisconsin limited liability company (the "Borrower"), having an address for notice at S64W15569 Commerce Center Parkway, Muskego, Wisconsin 53150, and FIRST BUSINESS SPECIALTY FINANCE, LLC, a Wisconsin limited liability company ("Lender"), having an address for notice at 401 Charmany Drive Madison WI 53719.

R E C I T A L S:

~~December~~ The Borrower and the Lender are parties to a Loan and Security Agreement dated as of ~~November~~ 1, 2023 (as the same may hereafter be amended, amended and restated, 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 Borrowers.

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 "Trademark Security Agreement") by the Borrowers.

ACCORDINGLY, in consideration of the mutual covenants contained in the Loan Agreement, the Trademark Security Agreement, and herein, the undersigned gives notice as follows:

Pursuant to the terms of the Trademark Security Agreement, the Borrowers have granted a security interest in favor of the Lender in and with respect to the entire right, title, and interest of the Borrowers in the trademarks identified in the attached Schedule A (the "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 first written above.

FIRST BUSINESS SPECIALTY FINANCE, LLC

By: LAH
Erick Hefty, Vice President -- Account Executive II --
Asset Based Lending



STATE OF WISCONSIN)
)
COUNTY OF DANE)

The foregoing instrument was acknowledged before me this 1st day of December, 2023, by Erick Hefty, Vice President -- Account Executive II -- Asset Based Lending of First Business Specialty Finance, LLC, on behalf of the limited liability company.

[Signature]
Notary Public, State of Wisconsin
My commission expires Permanent

SCHEDULE A

TRADEMARKS

MARK	COUNTRY/STATE	SERIAL NO. / REG. NO.	FILING DATE / REG. DATE	STATUS	OWNER	ENCUMBRANCES /NOTES
EAT SUPER. LOVE SUPER. SHARE SUPER.	US	98075080	07-JUL-2023	Pending	Jackson's Food Company, LLC	
	US	6720344	03-MAY-2022	Registered	Jackson's Food Company, LLC	
SNACK SUPER	US	90593389	22-MAR-2021	Pending	Jackson's Food Company, LLC	
LUNCH HERO	US	90593407	22-MAR-2021	Pending	Jackson's Food Company, LLC	
SNACK HERO	US	90593461	22-MAR-2021	Pending	Jackson's Food Company, LLC	
YUM HERO	US	90593987	22-MAR-2021	Pending	Jackson's Food Company, LLC	
	US	6720339	03-MAY-2022	Registered	Jackson's Food Company, LLC	
JACKSON'S	US	6638787	08-FEB-2022	Registered	Jackson's Food Company, LLC	

MARK	COUNTRY/ STATE	SERIAL NO. / REG. NO.	FILING DATE / REG. DATE	STATUS	OWNER	ENCUMBRANCES /NOTES
EAT SUPER	US	6720345	03-MAY-2022	Registered	Jackson's Honest, LLC	
CHIP HERO	US	90593979	22-MAR-2021	Pending	Jackson's Honest, LLC	
CHIPS YOU CAN EAT	US	5557344	04-SEP-2018	Registered	Jackson's Honest, LLC	
CHIPS YOU CAN EAT	US	5557345	04-SEP-2018	Registered	Jackson's Honest, LLC	
PUFFS YOU CAN EAT	US	5557346	04-SEP-2018	Registered	Jackson's Honest, LLC	
PUFFS YOU CAN EAT	US	5557347	04-SEP-2018	Registered	Jackson's Honest, LLC	
JACKSON'S HONEST	US	4607998	23-SEP-2014	Registered	Jackson's Honest, LLC	