

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
COLE TAYLOR BANK		09/19/2011	CHARTERED BANK: ILLINOIS
RECEIVING PARTY DATA			
Name:	MIDWEST CATALOG BRANDS, LLC		
Street Address:	1112 7th Avenue		
City:	Monroe		
State/Country:	WISCONSIN		
Postal Code:	53566-8016		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1033311	THE WISCONSIN CHEESEMAN	
Registration Number:	3548505	1-800-FOODGIFTS.COM	
CORRESPONDENCE DATA			
Fax Number:	(312)427-6663		
Phone:	312.427.1300		
Email:	chiustm@ladas.net		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	David C Brezina		
Address Line 1:	224 S Michigan Ave		
Address Line 2:	Suite 1600		
Address Line 4:	Chicago, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	CTG05986		
NAME OF SUBMITTER:	David C. Brezina		
Signature:	/David C. Brezina/		
Date:	09/23/2011		
Total Attachments: 1 source=Release from Cole Taylor Bank#page1.tif			


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RELEASE

For and in consideration of the purchase of assets at auction on March 2, 2011 by MIDWEST CATALOG BRANDS, LLC from Michael S. Polsky, Esq., as receiver for Wisconsin Food Gift Company, LLC, a Wisconsin Limited Liability Company whose business address was 301 Broadway Drive, Sun Prairie, Wisconsin 53590, and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, COLE TAYLOR BANK, 9550 West Higgins Road, Rosemont, Illinois 60018, (hereinafter the "LIENHOLDER"), hereby releases any and all interest and liability in and to the trademarks and service marks THE WISCONSIN CHEESEMAN and 1-800-FOODGIFTS.COM (the "Marks") including Registrations No. 1033311 and 3548505 respectively, those portions of the business to which the Marks relate, and the goodwill of the business in which the Marks are used, together with all claims against any third parties for damages and other relief by reason of infringement, with the right to sue and collect the same, including, but not limited to, any such interest and liability as may be reflected in the lien recorded in the US Trademark Office, at Reel/Frame 3527/0814 on 04/24/2007, *nunc pro tunc*, the date of the aforementioned asset purchase.

LIENHOLDER:

COLE TAYLOR BANK

By: 
[Signature]
William H. Stapel
[Print name]
S.V.P.
[Print title]
9/19/11
Date