

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Amended and Restated Notice of Security Interest in Trademarks

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Wisconsin Cheese Group, LLC, successor after conversion of Wisconsin Cheese Group, Inc.		03/01/2012	LIMITED LIABILITY COMPANY: WISCONSIN
El Viajero/WCG, LLC		03/01/2012	LIMITED LIABILITY COMPANY: WISCONSIN

**RECEIVING PARTY DATA**

<b>Name:</b>	JPMorgan Chase Bank, N.A.
<b>Street Address:</b>	111 E Wisconsin Ave
<b>City:</b>	Milwaukee
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53202
<b>Entity Type:</b>	National Banking Association: UNITED STATES

**PROPERTY NUMBERS Total: 20**

Property Type	Number	Word Mark
Serial Number:	73641765	EL VIAJERO
Serial Number:	74315952	CHALCO
Serial Number:	76410543	HONEY CREEK
Serial Number:	76410544	WUNDERBAR
Serial Number:	76410545	WISCONSIN FARMS
Serial Number:	76507033	QUESERIA CARIBE
Serial Number:	77131113	BIO SALUD!
Serial Number:	77131130	BIO SALUD!
Serial Number:	77131148	BIO-VITAL!
Serial Number:	77774588	LA MORENITA BRAND
Serial Number:	85521090	YA SALUD

CH \$515.00 73641765

Serial Number:	85521102	YA SALUD
Serial Number:	85521112	JELLY JOY
Serial Number:	85521119	JELLY JOY
Serial Number:	85325128	CHALCO
Serial Number:	85325137	CHALCO
Serial Number:	85381259	BITETIZERS
Serial Number:	85415277	YA ACTIVE
Serial Number:	85415284	YA ACTIVE
Serial Number:	85459116	DANCING COW

**CORRESPONDENCE DATA**

Fax Number: 4142235000  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 4142732100  
Email: ptomailbox@whdlaw.com  
Correspondent Name: Whyte Hirschboeck Dudek S.C.  
Address Line 1: Attn: Suzanne Plagemann  
Address Line 2: Ste 1900, 555 E Wells St  
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER: 00314-0373, JP MORGAN

NAME OF SUBMITTER: Suzanne Plagemann

Signature: /Suzanne Plagemann/

Date: 06/01/2012

Total Attachments: 4  
source=JP MORGAN Wisconsin Cheese Security Agmt#page1.tif  
source=JP MORGAN Wisconsin Cheese Security Agmt#page2.tif  
source=JP MORGAN Wisconsin Cheese Security Agmt#page3.tif  
source=JP MORGAN Wisconsin Cheese Security Agmt#page4.tif

## AMENDED AND RESTATED NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS AMENDED AND RESTATED NOTICE OF SECURITY INTEREST IN TRADEMARKS is made by and between Wisconsin Cheese Group, LLC, successor after conversion of Wisconsin Cheese Group, Inc. (the "Borrower"), and JPMorgan Chase Bank, N.A. (the "Lender").

The parties acknowledge the following:

A. The Borrower, with Lender's consent, converted from Wisconsin Cheese Group, Inc., a Wisconsin corporation, into a Wisconsin limited liability company known as Wisconsin Cheese Group, LLC;

B. The Borrower and El Viajero/WCG, LLC executed a Pledge and Security Agreement dated June 30, 2010 in favor of the Lender, as it may be amended from time to time (the "Security Agreement");

C. The Borrower also executed a Notice of Security Interest in Trademarks dated June 30, 2010 in favor of the Lender, which was recorded with the United States Patent and Trademark Office at Reel 4236, Frame 424 on July 2, 2010 (the "Original Notice of Security Interest in Trademarks");

D. The Borrower and Lender desire to amend and restate the Original Notice of Security Interest in Trademarks as provided in this Amended and Restated Notice of Security Interest in Trademarks;

E. The Borrower has adopted, used and is using its respective trademarks listed on Exhibit A attached hereto (the "Trademarks"), which Trademarks are registered with or pending before the United States Patent and Trademark Office;

F. The Borrower has granted to the Lender a security interest in the Trademarks and the goodwill of the Borrower's business connected with and symbolized by the Trademarks on the terms and conditions set forth in the Security Agreement;

G. Pursuant to the Security Agreement, the Borrower has granted to the Lender a security interest in and to all of the Trademarks, service marks, applications therefor and associated goodwill therein, now owned or from time to time after the date hereof owned or acquired by the Borrower, including, without limitation, the Trademarks, and in and to all proceeds and benefits thereof; and

H. There are no liens or security interests on the Trademarks other than the interests of the Lender.

[Signature Page Follows]

Dated as of March 1, 2012.

**WISCONSIN CHEESE GROUP, LLC**, successor  
after conversion of **WISCONSIN CHEESE GROUP,  
INC.**

By: \_\_\_\_\_  
Dale Losenegger, Vice President of Operations

**JPMORGAN CHASE BANK, N.A.**

By: Lynne M. Ciaccia  
Lynne M. Ciaccia, ~~Vice President~~  
Authorized Officer

*[Signature Page to Amended and Restated Notice of Security Interest in Trademarks]*

Dated as of March 1, 2012.

**WISCONSIN CHEESE GROUP, LLC**, successor  
after conversion of ~~WISCONSIN CHEESE GROUP,~~  
**INC.**

By:   
Dale Losenegger, Vice President of Operations

**JPMORGAN CHASE BANK, N.A.**

By: \_\_\_\_\_  
Lynne M. Ciaccia, Vice President

*[Signature Page to Amended and Restated Notice of Security Interest in Trademarks]*

**Exhibit A**

<b>Borrower's Marks</b>	<b>Reg. No.</b>	<b>Serial No.</b>
EL VIAJERO	1495264	73641765
CHALCO	1804641	74315952
HONEY CREEK	2686430	76410543
WUNDERBAR	2752253	76410544
WISCONSIN FARMS	2752254	76410545
QUESERIA CARIBE	2876481	76507033
BIO SALUD! and Design	3355299	77131113
BIO SALUD!	3355301	77131130
BIO-VITAL!	3343502	77131148
LA MORENITA BRAND	--	77774588
YA SALUD	--	85521090
YA SALUD	--	85521102
JELLY JOY	--	85521112
JELLY JOY	--	85521119
CHALCO	--	85325128
CHALCO	--	85325137
BITETIZERS	--	85381259
YA ACTIVE	--	85415277
YA ACTIVE	--	85415284
DANCING COW	--	85459116