

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM546176

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A.		10/18/2019	National Banking Association:

## RECEIVING PARTY DATA

<b>Name:</b>	Wisconsin Cheese Group, LLC
<b>Street Address:</b>	105 Third Street
<b>City:</b>	Monroe
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53566
<b>Entity Type:</b>	Limited Liability Company: WISCONSIN
<b>Name:</b>	Reynaldo's Mexican Food Company, LLC
<b>Street Address:</b>	3301 East Vernon Avenue
<b>City:</b>	Vernon
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90058
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
<b>Registration Number:</b>	3967473	REYNALDO'S A TRADITION OF FINE MEXICAN P
<b>Registration Number:</b>	3967476	REYNALDO'S A TRADITION OF FINE MEXICAN P
<b>Registration Number:</b>	3229360	REYNALDO'S
<b>Registration Number:</b>	1495264	EL VIAJERO
<b>Registration Number:</b>	2686430	HONEY CREEK
<b>Registration Number:</b>	2752253	WUNDERBAR
<b>Registration Number:</b>	2752254	WISCONSIN FARMS
<b>Registration Number:</b>	2876481	QUESERIA CARIBE
<b>Registration Number:</b>	3355299	BIO SALUD!
<b>Registration Number:</b>	3355301	BIO SALUD!
<b>Registration Number:</b>	4638820	LA MORENITA BRAND
<b>Registration Number:</b>	4335865	YA SALUD
<b>Registration Number:</b>	4335866	YA SALUD

CH \$340.00 3967473

**CORRESPONDENCE DATA****Fax Number:** 4142335000*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:** 4142732100**Email:** melissa.mcgin@huschblackwell.com**Correspondent Name:** Husch Blackwell LLP**Address Line 1:** 555 E. Wells Street, Suite 1900**Address Line 2:** Attn: Melissa McGinn**Address Line 4:** Milwaukee, WISCONSIN 53202

<b>ATTORNEY DOCKET NUMBER:</b>	800314-373
<b>NAME OF SUBMITTER:</b>	Melissa McGinn
<b>SIGNATURE:</b>	/Melissa McGinn/
<b>DATE SIGNED:</b>	10/22/2019

**Total Attachments: 7**

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## RELEASE OF SECURITY INTEREST

This RELEASE OF SECURITY INTEREST ("**Release**") is made and effective as of October 16, 2019, between JPMORGAN CHASE BANK, N.A., a U.S. National Banking Association whose address is 111 East Wisconsin Avenue, Milwaukee, Wisconsin 53202, the secured party under the Security Agreements referred to below (the "**Secured Party**"), and Wisconsin Cheese Group, LLC, a Wisconsin limited liability company whose address is 105 Third Street, Monroe, Wisconsin 53566 ("**Wisconsin Cheese**"), Huff Real Estate Holdings L.C.C., a Delaware limited liability company ("**Huff Real Estate**"), Reynaldo's Mexican Food Company, LLC, a Delaware limited liability company whose address is 3301 East Vernon Avenue, Vernon, California 90058 ("**Reynaldo's**"), and El Viajero/WCG, LLC, a Wisconsin limited liability company ("**El Viajero**"), and together with Wisconsin Cheese, the "**WCG Borrowers**", the WCG Borrowers, Huff Real Estate and Reynaldo's are referred to herein each as a "**Grantor**" and collectively as the "**Grantors**."

WHEREAS, the Secured Party and one or more of the Grantors are parties to (a) that certain Pledge and Security Agreement dated as of September 27, 2012 (as it may be amended or modified from time to time, the "**2012 Pledge**"), (b) that certain Amended and Restated Credit Agreement dated as of September 27, 2012 (as it may be amended or modified from time to time, the "**Amended and Restated Credit Agreement**"); (c) that certain Notice of Security Interest in Trademarks between Reynaldo's and the Secured Party dated as of September 27, 2012 (the "**Reynaldo's 2012 Notice**"), (d) that certain Notice of Security Interest in Trademarks between Wisconsin Cheese and the Secured Party dated as of September 27, 2012 (the "**Wisconsin Cheese 2012 Notice**"), (e) that certain Notice of Security Interest in Trademarks between Wisconsin Cheese and the Secured Party dated as of June 30, 2010 (the "**Wisconsin Cheese 2010 Notice**"), (f) that certain Pledge and Security Agreement dated as of June 30, 2010 (the "**2010 Pledge**"), (g) that certain Amended and Restated Notice of Security Interest in Trademarks dated as of March 1, 2012 (the "**Amended and Restated Notice**," and, together with the 2012 Pledge, the Amended and Restated Credit Agreement, the Reynaldo's 2012 Notice, the Wisconsin Cheese 2012 Notice, the Wisconsin Cheese 2010 Notice, and the 2010 Pledge, the "**Security Agreements**");

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

WHEREAS, the Wisconsin Cheese 2010 Notice was recorded with the United States Patent and Trademark Office at Reel 4236, Frame 424 on July 2, 2010;

WHEREAS, the Amended and Restated Notice was recorded with the United States Patent and Trademark Office at Reel 4793, Frame 489 on June 1, 2012;

WHEREAS, the Wisconsin Cheese 2012 Notice was recorded with the United States Patent and Trademark Office at Reel 4868, Frame 747 on September 28, 2012;

WHEREAS, the Reynaldo's 2012 Notice was recorded with the United States Patent and Trademark Office at Reel 4868, Frame 829 on September 28, 2012; and

WHEREAS, the Grantors have requested that the Secured Party enter into this Release in order to effectuate, evidence and record the release and reassignment to the Grantors of any and

all right, title and interest the Secured Party may have in the Collateral pursuant to the Security Agreements.

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

1. Definition. The term "Collateral," as used herein, shall mean all of Grantor's right, title, and interest in and to certain personal property and other assets (as defined in the Security Agreements) including, without limitation, the items listed in Schedule I attached hereto and all Copyrights, Patents and Trademarks (as defined in the Security Agreements).

2. Release of Security Interest. Secured Party, on behalf of itself and its successors, legal representatives and assigns, hereby terminates the 2012 Pledge, the Amended and Restated Credit Agreement, the Reynaldo's 2012 Notice, the Wisconsin Cheese 2012 Notice, the Wisconsin Cheese 2010 Notice, the 2010 Pledge, and the Amended and Restated Notice, and terminates, releases and discharges any and all security interests that it has pursuant to the Security Agreements in any and all right, title and interest of the Grantors, and reassigns to the Grantors, respectively, any and all right, title and interest that Secured Party may have, in, to and under the Collateral. Grantors acknowledge that Secured Party's execution of and/or delivery of this Release and the termination, release and discharge of Secured Party's security interest in the Collateral and the termination of the 2012 Pledge, the Amended and Restated Credit Agreement, the Reynaldo's 2012 Notice, the Wisconsin Cheese 2012 Notice, the Wisconsin Cheese 2010 Notice, the 2010 Pledge, and the Amended and Restated Notice as set forth herein is made without recourse, representation, warranty or other assurance of any kind by Secured Party as to Secured Party's rights in any Collateral, the condition or value of any Collateral, or any other matter. Notwithstanding anything to the contrary contained herein, the obligations and liabilities of Grantors to Secured Party under or in respect of the 2012 Pledge, the Amended and Restated Credit Agreement, the Reynaldo's 2012 Notice, the Wisconsin Cheese 2012 Notice, the Wisconsin Cheese 2010 Notice, the 2010 Pledge, and the Amended and Restated Notice insofar as such obligations and liabilities survive termination of the Security Agreements shall continue in full force and effect.

3. Successors and Assigns. This Release shall be binding on and inure to the benefit of the parties' respective successors and assigns.

4. Governing Law; Attorneys' Fees. 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). In the event it becomes necessary for any party to bring an action or proceeding to construe or enforce the terms and conditions set forth in this Release, the prevailing party in such action or proceeding shall be entitled to recover reasonable attorneys' fees and costs incurred in such action or proceeding, in addition to all other relief awarded.

[Signature Page Follows]

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

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

By: WPF  
Name: Michael Fine  
Title: Authorized Officer

**WISCONSIN CHEESE GROUP, LLC**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**HUFF REAL ESTATE HOLDINGS L.L.C.**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**REYNALDO'S MEXICAN FOOD COMPANY, LLC**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**EL VIAJERO/WCG, LLC**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

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

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

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**WISCONSIN CHEESE GROUP, LLC**  
By: Wisconsin Cheese Group Holding, LLC, its Sole Member  
By: Reynaldo's Holding Corp., its Sole Member

By: P.C.B.  
Name: Peter C. Bentz  
Title: President

**HUFF REAL ESTATE HOLDINGS L.L.C**  
By: Reynaldo's Real Estate Holding Corp., its Sole Member

By: P.C.B.  
Name: Peter C. Bentz  
Title: President

**REYNALDO'S MEXICAN FOOD COMPANY, LLC**  
By: Huff Reynaldo's Holding, L.L.C., its Sole Member  
By: Reynaldo's Holding Corp., its Sole Member





By: P.C.B.  
Name: Peter C. Bentz  
Title: President

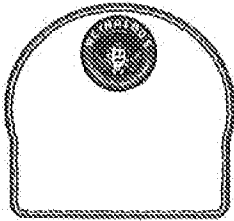




**EL VIAJERO/WCG, LLC**  
By: Wisconsin Cheese Group, LLC, its Sole Member  
By: Wisconsin Cheese Group Holding, LLC, its Sole Member  
By: Reynaldo's Holding Corp., its Sole Member

By: P.C.B.  
Name: Peter C. Bentz  
Title: President

**SCHEDULE I**

**Trademarks**

<b>Trademark</b>	<b>Trademark Application No.</b>	<b>Trademark Registration No.</b>	<b>Date of Registration</b>	<b>Status</b>	<b>Owner of Record</b>
MEXI-GRILLERS	85/670,282	N/A	N/A	Abandoned	Reynaldo's Mexican Food Company, LLC
RECETA DE MI ABUELO	77/779,771	N/A	N/A	Abandoned	Reynaldo's Mexican Foods Company, LLC
RECETA DE MI ABUELO	77/976,818	3,613,771	28 April 2009	Cancelled	Reynaldo's Mexican Food Company, LLC
	76/598,665	3,458,519	1 July 2008	Cancelled	Reynaldo's Mexican Food Company, LLC
	77/182,466	3,417,188	29 April 2008	Cancelled	Reynaldo's Mexican Food Company, LLC
	77/242,574	3,561,940	13 Jan. 2009	Cancelled	Reynaldo's Mexican Food Company, LLC
	77/961,164	3,967,473	24 May 2011	Registered	Reynaldo's Mexican Food Company, LLC

Trademark	Trademark Application No.	Trademark Registration No.	Date of Registration	Status	Owner of Record
	77/961,191	3,967,476	24 May 2011	Registered	Reynaldo's Mexican Food Company, LLC
REYNALDO'S	78/831,468	3,229,360	17 Apr 2007	Registered	Reynaldo's Mexican Food Company, LLC
DON GILBERTO	78/535,417	3,102,149	6 June 2006	Cancelled	Hispanic Foods Holdings, LLC
DON GILBERTO CARNES FRIAS SABROSAMENTE NUTRITIVAS	78/568,119	3,099,404	30 May 2006	Cancelled	Hispanic Foods Holdings, LLC
	78/570,073	3,099,407	30 May 2006	Cancelled	Hispanic Foods Holdings, LLC
	78/570,086	3,096,867	23 May 2006	Cancelled	Hispanic Foods Holdings, LLC
EL VIAJERO	73/641,765	1,495,264	5 July 1988	Registered	Wisconsin Cheese Group, LLC
CHALCO	74/315,952	1,804,641	16 Nov 1993	Cancelled	Wisconsin Cheese Group, LLC
HONEY CREEK	76/410,543	2,686,430	11 Feb 2003	Registered	Wisconsin Cheese Group, LLC
WUNDERBAR	76/410,544	2,752,253	19 Aug 2003	Registered	Misha LLC
WISCONSIN FARMS	76/410,545	2,752,254	19 Aug 2003	Registered	Wisconsin Cheese Group, LLC
QUESERIA CARIBE	76/507,033	2,876,481	24 Aug 2004	Registered	Wisconsin Cheese Group, LLC
	77/131,113	3,355,299	18 Dec 2007	Registered	Wisconsin Cheese Group, LLC
BIO SALUD!	77/131,130	3,355,301	18 Dec 2007	Registered	Wisconsin Cheese Group, LLC
BIO-VITAL!	77/131,148	3,343,502	27 Nov 2007	Cancelled	Wisconsin Cheese Group, LLC
	77/774,588	4,638,820	18 Nov 2014	Registered	Wisconsin Cheese Group, LLC



Trademark	Trademark Application No.	Trademark Registration No.	Date of Registration	Status	Owner of Record
YA SALUD	85/521,090	4,335,865	14 May 2013	Registered	Wisconsin Cheese Group, LLC
YA SALUD	85/521,102	4,335,866	14 May 2013	Registered	Wisconsin Cheese Group, LLC
JELLY JOY	85/521,112	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
JELLY JOY	85/521,119	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
CHALCO	85/325,128	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
CHALCO	85/325,137	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
BITETIZERS	85/381,259	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
YA ACTIVE	85/415,277	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
YA ACTIVE	85/415,284	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
DANCING COW	85/459,116	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
LA MARIANITA	85/612,873	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
LA MARIANITA	85/612,863	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
LA MARIANITA	85/612,851	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
LA MARIANITA	85/612,842	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
LA VERO	85/567,904	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
LA VERO	85/582,360	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
LA VERO	85/568,876	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
LA VERO	85/567,880	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
MI LORENITA	85/582,368	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
MI LORENITA	85/568,885	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
MI LORENITA	85/567,866	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC
MI LORENITA	85/567,853	N/A	N/A	Abandoned	Wisconsin Cheese Group, LLC