

TO: RICHARD J. MCKENNA COMPANY: 777 E. WISCONSIN AVENUE

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

03/25/2011  
 900187563

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Harris N.A. as successor by merger to Harris Trust and Savings Bank		03/25/2011	National Banking Association

**RECEIVING PARTY DATA**

Name:	DCI Cheese Company, Inc.
Street Address:	3018 Highway 145
City:	Richfield
State/Country:	WISCONSIN
Postal Code:	53076
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 51

Property Type	Number	Word Mark
Serial Number:	77086292	IL GIARDINO
Serial Number:	78453842	CAESAR
Serial Number:	78411412	EL MECO
Serial Number:	74280060	EL REYECITO
Serial Number:	77000797	EUROPEAN LEGACY
Serial Number:	77086280	JOAN OF ARC
Serial Number:	71105996	JOAN OF ARC
Serial Number:	77086287	KING'S CHOICE
Serial Number:	71614627	KING'S CHOICE
Serial Number:	71042514	LIEDERKRANZ
Serial Number:	78646311	RANCH JACK
Serial Number:	75384507	SALEMVILLE
Serial Number:	78178387	SILLY CHEESE
Serial Number:	78206100	AMISH TRADITIONS

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Serial Number:	78206231	AMISH TRADITIONS
Serial Number:	76168620	CAESAR JACK
Serial Number:	75752806	DANAMARK
Serial Number:	78176663	DUTCHMARK
Serial Number:	78233183	FLORALIE
Serial Number:	75871642	GREEK ISLE
Serial Number:	78179362	LA BAI A VERDE
Serial Number:	76369367	ORGANIC CREAMERY
Serial Number:	78191552	SAN DOMENICO
Serial Number:	75609594	TIMBER LAKE
Serial Number:	78335678	ALPENHAUS
Serial Number:	78490713	DELI USA
Serial Number:	78548035	LEGENDS OF CHEDDAR
Serial Number:	78646260	LEGENDS
Serial Number:	78566972	PARTY EXPRESS
Serial Number:	72257305	CREMA DANIA
Serial Number:	73212178	DORMAN'S
Serial Number:	74495044	DORMAN'S FINE CHEESE SPECIALISTS SINCE 1896
Serial Number:	73772383	IL GIARDINO
Serial Number:	73391072	MAJESTIC
Serial Number:	73531315	
Serial Number:	72379000	MUN-CHEE
Serial Number:	74199705	NIKOS
Serial Number:	73010021	OLD CANADIAN
Serial Number:	73533441	BLUVARIA
Serial Number:	73329530	CHEVDAR
Serial Number:	73584704	CHEVRION
Serial Number:	74295400	LA VACA LINDA
Serial Number:	74293211	LOST CREEK FARMS
Serial Number:	73544899	PAPILLON
Serial Number:	73549469	PASSPORT
Serial Number:	74306896	QUESO AUTENTICO DE ESPANA
Serial Number:	73462673	SEBASTIAN'S
Serial Number:	73044821	SPRUCE MOUNTAIN SHARP
Serial Number:	74356766	SVENLANDIC

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	72085418	SWISSROSE
Serial Number:	74300504	KULM-KAESE

CORRESPONDENCE DATA

Fax Number: (414)297-4900  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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 Correspondent Name: Richard J. McKenna  
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ATTORNEY DOCKET NUMBER:	055228-0341
NAME OF SUBMITTER:	Richard J. McKenna
Signature:	/RJ McKenna/
Date:	03/25/2011

Total Attachments: 8  
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE dated March 25, 2011 by HARRIS N.A. and HARRIS N.A. as successor by merger to HARRIS TRUST AND SAVINGS BANK ("Harris") with its mailing address at 111 West Monroe Street, Chicago, Illinois 60603, acting as collateral agent for the Secured Creditors defined in those certain Trademark Collateral Agreements hereinafter defined (said Harris acting as such collateral agent and any successor or successors to said Harris in such capacity being hereinafter referred to as the "Agent");

WITNESSETH:

WHEREAS, Agent and DCI CHEESE COMPANY INC., a Wisconsin corporation ("Debtor"), with its principal place of business and mailing address at 3018 Highway 145, Richfield, Wisconsin 53076, are parties to those certain Trademark Collateral Agreements dated (i) September 20, 2007 which was recorded in the United States Patent and Trademark Office on September 21, 2007 at Reel 003626, Frame 0402 (ii) August 7, 2006 which was recorded in the United States Patent and Trademark Office on August 9, 2006 at Reel 003366, Frame 0815 (iii) June 23, 2006 which was recorded in the United States Patent and Trademark Office on June 23, 2006 at Reel 003337, Frame 0152 (iv) June 7, 2006 which was recorded in the United States Patent and Trademark Office on June 12, 2006 at Reel 003325, Frame 0549 (v) April 20, 2005 which was recorded in the United States Patent and Trademark Office on June 24, 2005 at Reel 003141, Frame 0933 and (vi) April 20, 2005 which was recorded in the United States Patent and Trademark Office on April 21, 2005 at Reel 003101, Frame 0910, (collectively, the "Trademark Collateral Agreements"), pursuant to which Debtor granted a security interest in certain trademarks, trademark registrations, trademark applications and trademark licenses listed on Schedules A-1 and A-2 attached hereto and certain other property (collectively, the "Trademarks"); and

WHEREAS, Debtor has requested that the Agent release the security interests in the Trademarks on Agent's own behalf and on behalf of the Secured Creditors;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

The Agent hereby (i) terminates the Trademark Collateral Agreements and (ii) terminates, cancels and releases all of its security interests in, without any representation, warranty, recourse or undertaking by the Agent, all of its right, title and interest, if any, in and to:

(i) Each trademark, trademark registration and trademark application listed on Schedule A-1 hereto and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration and trademark application; and

(ii) Each trademark license listed on Schedule A-2 hereto and all royalties and other sums due or to become due under or in respect of each such trademark license, together with the right to sue for and collect all such royalties and other sums; and

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(iii) All proceeds of the foregoing, including without limitation any claim by Debtor against third parties for damages by reason of past, present or future infringement of any trademark or trademark registration listed on Schedule A-1 hereto or of any trademark licensed under a trademark license listed on Schedule A-2 or by reason of injury to the goodwill associated with any such trademark, trademark registration or trademark license, in each case together with the right to sue for and collect said damages.

IN WITNESS WHEREOF, the Agent has caused this Release of Security Interest in Trademarks to be duly executed by its duly authorized officer as of the day and year first above written.

HARRIS N.A., as Agent

By Manuel J. Diaz  
Name Manuel J. Diaz  
Title Vice President

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SCHEDULE A-1 TO  
TO RELEASE OF SECURITY INTEREST IN TRADEMARKSFEDERAL TRADEMARK REGISTRATIONS  
AND PENDING APPLICATIONS

MARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
AFFINEUR	77/040,626	11/9/2006		
DIETWISE	78/971,544	11/11/2006		
IL GIARDINO	77/086,292	1/19/2007	3,371,627	1/22/08
QUESO LA MAYA	77/199,390	6/6/2007		
VIN'NER'S COLLECTION	78/970,497	9/8/2006		
CAESAR	78/453,842	7/21/2004	3,228,487	4/10/07
DIET-WISE (STYLIZED)	72/195,579	6/15/1964	0,813,087	8/16/66
EL MECO	78/411,412	4/30/2004	3,261,941	7/10/07
EL REYECITO	74/280,060	6/1/1992	1,755,565	3/2/93
EUROPEAN LEGACY	77/000,797	9/15/2006	3,229,035	4/17/07
JOAN OF ARC	77/086,280	1/19/2007	3,285,382	8/28/07
JOAN OF ARC (AND DESIGN)	71/105,996	8/31/1917	0,120,692	2/26/1918
KING'S CHOICE	77/086,287	1/19/2007	3,285,383	8/28/07
KING'S CHOICE AND DESIGN	71/614,627	6/1/1951	0,563,392	8/26/52
LABONTE (STYLIZED)	73/465,241	2/13/1984	1,412,497	10/7/86
LIEDERKRANZ (STYLIZED)	71/042,514	5/19/1909	0,075,871	11/23/1909
MESCO (STYLIZED)	72/288,443	1/9/1968	0,863,223	1/7/69
RANCH JACK	78/646,311	6/8/2005	3,269,606	7/24/07
SALEMVILLE	75/384,507	11/4/1997	2,187,902	9/8/98
SILLY CHEESE	78/178,387	10/25/2002	3,174,704	11/21/06

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MARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
AMISH TRADITIONS	78/206,100	1/22/2003	2,927,733	2/22/05
AMISH TRADITIONS AND DESIGN	78/206,231	1/23/2003	2,927,734	2/22/05
CAESAR JACK	76/168,620	11/20/2000	2,595,746	7/16/02
DANAMARK	75/752,806	7/16/1999	2,507,737	11/13/01
DUTCHMARK	78/176,663	10/21/2002	2,826,556	3/23/04
FLORALIE	78/233,183	4/2/2003	2,855,329	6/15/04
GREEK ISLE AND DESIGN	75/871,642	12/14/1999	2,580,717	6/18/02
LA BAJA VERDE	78/179,362	10/29/2002	2,891,885	10/5/04
ORGANIC CREAMERY AND DESIGN	76/369,367	2/11/2002	2,755,277	8/26/03
SAN DOMENICO	78/191,552	12/5/2002	2,849,605	6/1/04
TIMBER LAKE	75/609,594	12/21/1998	2,363,297	6/27/00
ALPENHAUS	78/335,678	12/3/2003	3,030,268	12/13/05
DELI USA	78/490,713	9/28/2004	3,057,379	2/7/06
LEGENDS OF CHEDDAR	78/548,035	1/14/2005	3,035,799	12/27/05
LEGENDS	78/646,260	6/8/2005	3,035,866	12/27/05
PARTY EXPRESS	78/566,972	2/14/2005	3,083,891	4/18/06
BEAVER	72/196,724	6/29/1964	0,839,207	11/21/67
BUTTERMILK BLUE(STYLIZED)	73/474,256	4/9/1984	1,413,829	10/14/86
CHEDDA-DELITE	73/631,034	11/18/1986	1,474,325	1/26/88
CHEEZ PRESTO	72/018,875	11/6/1956	0,650,643	8/20/57
COUNTY LINE (STYLIZED)	71/380,455	6/30/1936	0,339,940	10/27/1936

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MARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
CREMA DANIA	72/257,305	10/26/1966	0,867,313	3/25/69
DAIRY DOUBLE	73/625,052	10/14/1986	1,454,513	8/25/87
DORMAN'S	73/212,178	4/19/1979	1,138,008	7/22/80
DORMAN'S FINE CHEESE SINCE 1896	76/352,360	12/26/2001	2,726,600	6/17/03
DORMAN'S FINE CHEESE SPECIALISTS SINCE 1896 AND DESIGN	74/495,044	2/28/1994	1,899,072	6/13/95
DORMAN'S FINE CHEESE SPECIALISTS SINCE 1896 AND DESIGN	73/616,375	8/25/1986	1,440,083	8/25/86
EUROPEAN LEGACY AND DESIGN (STYLIZED)	75/419,638	1/19/1998	2,268,478	8/10/99
EXPERTCHEESE (STYLIZED)	73/632,091	11/24/1986	1,456,784	9/8/87
IL GIARDINO (STYLIZED)	73/772,383	12/30/1988	1,597,636	5/22/90
JOE SCHMID'S	72/196,723	6/29/1964	0,814,115	8/30/66
MAJESTIC	73/391,072	9/28/1982	1,374,919	12/10/85
MISCELLANEOUS DESIGN (OVAL DESIGN)	73/531,315	4/8/1985	1,364,735	10/8/85
MUN-CHEE	72/379,000	12/17/1970	0,926,961	1/11/72
NIKOS	74/199,705	9/3/1991	1,703,538	7/28/92
OLD CANADIAN	73/010,021	1/2/1974	1,044,986	7/27/76
OLD FASHIONED AND PROUD OF IT	73/531,309	4/8/1985	1,480,920	4/8/85
WISCONSIN CHEESE BAR	73/509,385	11/19/1984	1,421,284	12/16/86



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MARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
BLUVARIA	73/533,441	4/22/1985	1,379,369	1/21/86
CHEVDAR	73/329,530	9/24/1981	1,212,611	10/12/82
CHEVRION	73/584,704	2/25/1986	1,410,801	9/23/86
LA VACA LINDA	74/295,400	7/20/1992	1,763,066	4/6/93
LOST CREEK FARMS	74/293,211	7/13/1992	1,766,051	4/20/93
PAPILLON	73/544,899	6/24/1985	1,386,927	3/18/86
PASSPORT	73/549,469	7/22/1985	1,386,186	3/11/1986
PORT OF ENTRY	73/549,576	7/22/1985	1,413,517	10/14/86
QUESO AUTENTICO DE ESPANA AND DESIGN	74/306,896	8/24/1992	1,776,668	6/15/93
SEBASTIAN'S	73/462,673	1/26/1984	1,319,668	2/12/85
SPRUCE MOUNTAIN SHARP	73/044,821	2/21/1975	1,026,308	12/2/75
SVENLANDIC	74/356,766	2/8/1993	1,804,646	11/16/93
SWISSROSE	72/085,418	11/16/1959	0,712,943	3/21/61
KULM-KAESE	74/300,504	8/3/1992	1,775,355	6/8/93
BALDERSON SINCE 1881 AND DESIGN	78/364,184	2/6/2004		
CHEESE MASTERS	78/147,396	7/25/2002		
GREEN BAY CHEESE	76/438,390	8/7/2002		
INTERNATIONAL CHEESE COLLECTION	78/389,609	3/23/2004		
AMERIBLUE	76/358,899	1/15/2002		
FLORETE	78/155,050	8/16/2002		
GLACIER GOAT	76/168,614	11/20/2000		
INTERNATIONAL AFFINEUR	78/740,175	10/25/2005		

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MARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
CHEESE COLLECTION				
NORTHERN LIGHTS (DESIGN)	76/360,698	1/18/2002		
SALAD TRIO	78/798,059	1/24/2006		
S.C.O.R.E.	78/902,601	6/7/2006		

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**SCHEDULE A-2  
TO TRADEMARK COLLATERAL AGREEMENT**

**TRADEMARK LICENSES**

None.

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