

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Reynaldo's Mexican Food Company, LLC		09/27/2012	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

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

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Serial Number:	85670282	MEXI-GRILLERS
Serial Number:	77779771	RECETA DE MI ABUELO
Serial Number:	78831468	REYNALDO'S
Serial Number:	77976818	RECETA DE MI ABUELO
Serial Number:	77961191	REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Serial Number:	77961164	REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Serial Number:	77242574	REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Serial Number:	77182466	REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS
Serial Number:	76598665	REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS

**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: 4149785562

CH \$240.00 85670282

Email: ptomailbox@whdlaw.com  
Correspondent Name: Whyte Hirschboeck Dudek S.C.  
Address Line 1: 555 E Wells St, Ste 1900  
Address Line 2: Attn: Suzanne Plagemann  
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	314-373/REYNALDO'S SXP
NAME OF SUBMITTER:	Suzanne Plagemann
Signature:	/Suzanne Plagemann/
Date:	09/28/2012
Total Attachments: 3 source=Reynaldo's - JPMorgan Security Agreement#page1.tif source=Reynaldo's - JPMorgan Security Agreement#page2.tif source=Reynaldo's - JPMorgan Security Agreement#page3.tif	

## NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS is made by and between Reynaldo's Mexican Food Company, LLC, a Delaware limited liability company (the "Borrower"), and JPMorgan Chase Bank, N.A. (the "Lender").

The parties acknowledge the following:

A. The Borrower, El Viajero/WCG, LLC, Huff Real Estate Holdings L.L.C. and Wisconsin Cheese Group, LLC executed a Pledge and Security Agreement dated the date hereof in favor of the Lender, as it may be amended from time to time (the "Security Agreement");

B. 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;

C. 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;

D. 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

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

Dated as of September 27, 2012.

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

By:   
\_\_\_\_\_  
Douglas Reed, Chief Financial Officer/Vice  
President of Finance

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

By: \_\_\_\_\_  
Lynne M. Ciaccia, Authorized Officer

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

By: \_\_\_\_\_  
Douglas Reed, Chief Financial Officer/Vice  
President of Finance

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

By: Lynne M. Ciaccia  
Lynne M. Ciaccia, Authorized Officer

Exhibit A

Borrower's Marks	Reg. No.	Serial No.
MEXI – GRILLERS	--	85670282
RECETA DE MI ABUELO	--	77779771
RECETA DE MI ABUELO	--	77976818
REYNALDO'S	3229360	78831468
REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS and Design	3967476	77961191
REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS and Design	3967473	77961164
REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS and Design	3561940	77242574
REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS and Design	3417188	77182466
REYNALDO'S A TRADITION OF FINE MEXICAN PRODUCTS and Design	3458519	76598665