

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
ALLIANCE ENTERPRISES OF S.E. WISCONSIN, LLC		06/24/2008	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	JPMORGAN CHASE BANK, N.A.		
Street Address:	111 East Wisconsin Avenue		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53202		
Entity Type:	National Association:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78963524	BENELACT	
Serial Number:	78969638	BENELACT	
CORRESPONDENCE DATA			
Fax Number:	(414)298-8097		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-298-8321		
Email:	lkasulke@reinhardt.com		
Correspondent Name:	Leslie S. Miller/Reinhart Boerner		
Address Line 1:	1000 North Water St., Suite 2100		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	01005-063510-0007		
NAME OF SUBMITTER:	Leslie S. Miller		
Signature:	/Leslie S. Miller/		

CH \$65.00 78963524

Date:

07/11/2008

Total Attachments: 2

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NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS is by and among ALLIANCE ENTERPRISES OF S.E. WISCONSIN, LLC, a Wisconsin limited liability company (the "Company"), and JPMORGAN CHASE BANK, N.A. (the "Bank").

The Company and the Bank acknowledge the following:

A. The Company has executed a General Business Security Agreement (the "Security Agreement") in favor of the Bank.

B. The Company owns the trademarks (the "Trademarks") listed on Exhibit A attached hereto, which Trademarks have been granted by, or applications therefor are pending before, the United States Patent and Trademark Office.

C. Pursuant to the Security Agreement, the Company has granted to the Bank a security interest in and to all of the Trademarks and applications therefor, now owned or from time to time after the date hereof owned or acquired by the Company, and in and to all proceeds and benefits thereof.

Dated as of June 24, 2008.

Address:
2825 Four Mile Road
Racine, WI 53404

ALLIANCE ENTERPRISES OF S.E.
WISCONSIN, LLC

BY 
Ignacio Edward Salinas, President

Address:
111 East Wisconsin Avenue
Milwaukee, WI 53202

JPMORGAN CHASE BANK, N.A.

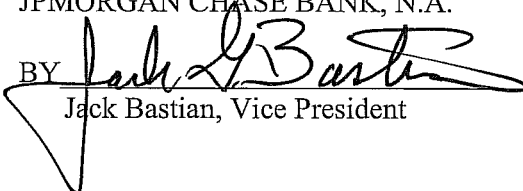
BY 
Jack Bastian, Vice President

EXHIBIT A

U.S. TRADEMARKS AND APPLICATIONS

Serial Number: 78/963524 Benelact (Standard Character Mark)

Serial Number: 78/969638 Benelact (And Design)