

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
Wisconsin Cheese Group, Inc.		06/30/2010	CORPORATION: WISCONSIN
El Viajero/WCG, LLC		06/30/2010	LIMITED LIABILITY COMPANY: WISCONSIN

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
Registration Number:	3355301	BIO SALUD!
Registration Number:	3355299	BIO SALUD!
Registration Number:	3343502	BIO-VITAL!
Registration Number:	1495264	EL VIAJERO
Registration Number:	2686430	HONEY CREEK
Serial Number:	77774588	LA MORENITA BRAND
Registration Number:	2876481	QUESERIA CARIBE
Registration Number:	2752254	WISCONSIN FARMS
Registration Number:	2752253	WUNDERBAR

CORRESPONDENCE DATA

Fax Number: (414)223-5000
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CH \$240.00 3355301

Phone: 414-273-2100
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:	JPMORGAN CHASE 00314-0373
NAME OF SUBMITTER:	Suzanne Plagemann
Signature:	/Suzanne Plagemann/
Date:	07/02/2010

Total Attachments: 2

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NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS is made by and between Wisconsin Cheese Group, Inc., a Wisconsin corporation (the "Borrower"), and JPMorgan Chase Bank, N.A. (the "Lender").

The parties acknowledge the following:

A. The Borrower and El Viajero/WCG, LLC have 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;

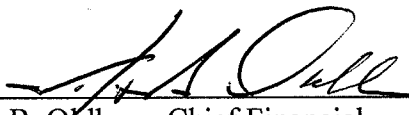
C. The Borrower has granted to the Lender a security interest in the Trademarks and the goodwill of the Borrower's business connected with and symbolized by the Trademarks on the terms and conditions set forth in the Security Agreement;

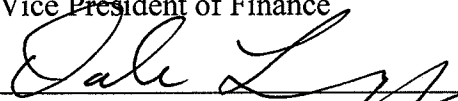
D. Pursuant to the Security Agreement, the Borrower has granted to the Lender a security interest in and to all of the Trademarks, service marks, applications therefor and associated goodwill therein, now owned or from time to time after the date hereof owned or acquired by the Borrower, including, without 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 June 30, 2010.

WISCONSIN CHEESE GROUP, INC.

By: 
Walter B. Oldham, Chief Financial
Officer/Vice President of Finance

By: 
Dale Losenegger, Vice President of Operations

JPMORGAN CHASE BANK, N.A.

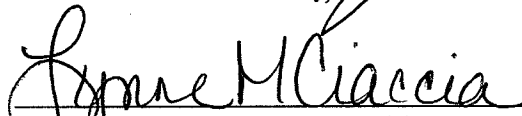
By: 
Lynne M. Ciaccia, Vice President

Exhibit A

Borrower's Marks	Reg. No./Serial No.
BIO SALUD!	Reg. No. 3355301
BIO SALUD! and Design	Reg. No. 3355299
BIO-VITAL!	Reg. No. 3343502
EL VIAJERO	Reg. No. 1495264
HONEY CREEK	Reg. No. 2686430
LA MORENITA BRAND	Serial No. 77774588
QUESERIA CARIBE	Reg. No. 2876481
WISCONSIN FARMS	Reg. No. 2752254
WUNDERBAR	Reg. No. 2752253