

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		RELEASE BY SECURED PARTY	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Madison Capital Funding LLC, as agent		08/31/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Holy Cow LLC		
Street Address:	1005 Westgate Drive		
City:	Addison		
State/Country:	ILLINOIS		
Postal Code:	60101		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85112117	HOLY COW	
Serial Number:	85112098	HOLY COW	
CORRESPONDENCE DATA			
Fax Number:	(312)558-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312 558-6352		
Email:	lkonrath@winston.com		
Correspondent Name:	Laura Konrath		
Address Line 1:	35 W Wacker Drive		
Address Line 2:	Winston & Strawn LLP, Suite 2800		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	6737.75		
NAME OF SUBMITTER:	Laura Konrath		
Signature:	/Laura Konrath/		

CH \$65.00 85112117

Date:

09/07/2011

Total Attachments: 3

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RELEASE OF TRADEMARK SECURITY INTEREST

This RELEASE OF TRADEMARK SECURITY INTEREST (this "Release"), dated as of August 31, 2011, is made by Madison Capital Funding LLC, as agent for the Lenders (as defined in the Trademark Security Agreement defined below) (the "Agent").

WHEREAS, Holy Cow LLC, a Delaware limited liability company (the "Grantor") and the Agent entered into a certain Trademark Security Agreement, dated as of October 15, 2010 made by the Grantor in favor of the Agent (as may be amended, modified, restated or supplemented from time to time, the "Trademark Security Agreement");

WHEREAS, pursuant to the Trademark Security Agreement, the Grantor granted a security interest in certain trademarks and trademark applications owned by the Grantor, including those set forth on Schedule I attached hereto (the "Trademark Collateral"); and

WHEREAS, the Trademark Security Agreement was recorded in the U.S. Patent and Trademark Office;

NOW THEREFORE, the Agent hereby releases, without representation, recourse or warranty whatsoever, all of its security interest in the Trademark Collateral, whether granted pursuant to the Trademark Security Agreement or any other agreement or document delivered in connection with the Trademark Security Agreement, and the Agent hereby reassigns any and all such right, title and interest (if any) that the Agent may have in the Trademark Collateral to the Grantor.

The Agent agrees, at the Grantor's expense, to cooperate with the Grantor and to provide the Grantor with the information and additional authorization reasonably required or desirable to effect the release of the Agent's security interest in the released collateral described herein.

IN WITNESS WHEREOF, the Agent has executed this Release as of the date first
above written.

MADISON CAPITAL FUNDING LLC,
as Agent

By: Jennifer Cotton
Name: Jennifer Cotton
Title: Vice President

Signature Page to Holy Cow Trademark Release

TRADEMARK
REEL: 004618 FRAME: 0127

**Schedule I
to
Release of Trademark Security Interest**

TRADEMARK APPLICATIONS

<u>Trademark</u>	<u>Application No.</u>	<u>Filing Date</u>
Holy Cow logo	85/112117	
Holy Cow word mark	85/112098	