

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM417115

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Patent and Trademark Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
First Business Capital Corp.		02/16/2017	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	First Business Bank		
Street Address:	401 Charmany Drive		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	Chartered Bank: WISCONSIN		
PROPERTY NUMBERS Total: 32			
Property Type	Number	Word Mark	
Registration Number:	3185265	ZIEBART THAT'S SMART!	
Registration Number:	2955396	AUTO APPEARANCE EXPERTS BY ZIEBART	
Registration Number:	2544054	DIAMOND GLOSS	
Registration Number:	2327348	Z-SHIELD	
Registration Number:	2248258	Z-LINER	
Registration Number:	1940066	INNER-GUARD	
Registration Number:	1982135	INNER-CLEAN	
Registration Number:	1915448	ARTECH	
Registration Number:	1799658	ZIEBART TIDYCAR	
Registration Number:	1669746	RENU-A-SHINE	
Registration Number:	1718752	GOLD CARE	
Registration Number:	1663650	PROTECT-A-SHINE	
Registration Number:	1586399	ZIEBART	
Registration Number:	1527365	ZIEBART	
Registration Number:	1497072	ZIEBART GOLD SHIELD PREFERRED CUSTOMER	
Registration Number:	1439097	ZIEBART	
Registration Number:	1304504		
Registration Number:	1235567		
Registration Number:	1225374	ZIEBART	

CH \$815.00 3185265

Property Type	Number	Word Mark
Registration Number:	1197581	FORMULA Z
Registration Number:	1234187	TIDY CAR
Registration Number:	1233155	PRESERV-A-SHINE
Registration Number:	1125031	ZEEGARD
Registration Number:	1126967	ZEE-GLAZE
Registration Number:	1125283	ZIEBART
Registration Number:	1243854	
Registration Number:	1125370	ZIEBART
Registration Number:	1115089	ZEEGARD
Registration Number:	0997168	IT'S US. OR RUST
Registration Number:	0872779	ZIEBART
Registration Number:	0883664	ZEEGARD
Registration Number:	0854367	Z

CORRESPONDENCE DATA

Fax Number: 4142735198
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.
Phone: 4142733500
Email: bgilpin@gklaw.com
Correspondent Name: Brian G. Gilpin
Address Line 1: 833 East Michigan Street, Suite 1800
Address Line 2: Godfrey & Kahn, S.C.
Address Line 4: Milwaukee, WISCONSIN 53202-5615

ATTORNEY DOCKET NUMBER:	008369-0036
NAME OF SUBMITTER:	Brian G. Gilpin
SIGNATURE:	/brian g. gilpin/
DATE SIGNED:	02/23/2017

Total Attachments: 8
source=ZiebartExecutedAssignment#page1.tif
source=ZiebartExecutedAssignment#page2.tif
source=ZiebartExecutedAssignment#page3.tif
source=ZiebartExecutedAssignment#page4.tif
source=ZiebartExecutedAssignment#page5.tif
source=ZiebartExecutedAssignment#page6.tif
source=ZiebartExecutedAssignment#page7.tif
source=ZiebartExecutedAssignment#page8.tif

ASSIGNMENT OF PATENT AND TRADEMARK SECURITY AGREEMENT

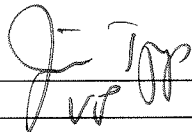
KNOW ALL BY THESE PRESENTS, that FIRST BUSINESS CAPITAL CORP. ("FBCC"), in consideration of the sum of one dollar and other good and valuable consideration, in hand paid by FIRST BUSINESS BANK ("Assignee"), receipt whereof is hereby acknowledged, does hereby sell, assign, transfer, and set over, to Assignee, its successors and assigns, that certain Patent and Trademark Security Agreement executed by ZIEBART INTERNATIONAL CORPORATION, a Michigan corporation ("Debtor") to FBCC, as secured party, bearing the date of July 23, 2008 (the "Security Agreement"), securing every debt, liability or obligation of the Debtor to FBCC and covering the Collateral (as defined in the Security Agreement), and hereby constitutes and appoints Assignee its attorney irrevocable to collect and receive said debt, and to foreclose, enforce, and collect on the Security Agreement the same as it might or could have done were this Assignment not executed, but at the cost and expense of Assignee, and does hereby covenant with Assignee, its successors and assigns, that it has good right to sell, assign, and transfer the same.

This Assignment is made and accepted with the express understanding and agreement that it is the intention of FBCC to transfer any and all rights and entitlements it has with respect to the Security Agreement but that this Assignment is without any recourse to FBCC, and it is accepted by Assignee with the understanding that no claim may be made by Assignee against FBCC in connection with this Assignment (other than warranties contained herein), and that Assignee is familiar with the subject matter of this Assignment and has conducted its own evaluation regarding the value of this Assignment.

The issued patents and registered trademarks subject to the terms of the Security Agreement as of the date thereof are set forth on **Exhibit A** and **Exhibit B**, respectively, attached hereto.

IN TESTIMONY WHEREOF, the parties have caused this Assignment of Patent and Trademark Security Agreement to be executed this 16th day of February, 2017.

FIRST BUSINESS CAPITAL CORP.

By: 
Its: _____

FIRST BUSINESS BANK

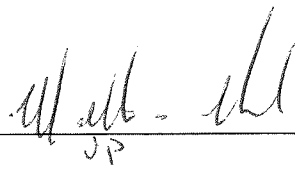
By: 
Its: _____

EXHIBIT A
UNITED STATES ISSUED PATENTS

PATENT	COUNTRY	PATENT/PUB NUMBER	ISSUE/PUB DATE	STATUS
SYSTEM AND METHOD OF TREATING A POROUS MATERIAL OF A VEHICLE	US	6682606	01/27/2004	Issued

FOREIGN ISSUED PATENTS

PATENT	COUNTRY	PATENT/PUB NUMBER	ISSUE/PUB DATE	STATUS
LIQUID SPRAYABLE EPOXY COMPOSITION AND METHOD	EP	510102	10/28/1992	Issued
LIQUID SPRAYABLE EPOXY COMPOSITION AND METHOD	Japan	5503544	06/10/1993	Issued

EXHIBIT B
UNITED STATES TRADEMARKS

MARK	COUNTRY	REG. NO.	REG. DATE	STATUS
ZIEBART THAT'S SMART!	US	3,185,265	12/19/2006	Registered
AUTO APPEARANCE EXPERTS BY ZIEBART	US	2,955,396	05/24/2005	Registered
DIAMOND GLOSS	US	2,544,054	03/05/2002	Registered
Z-SHIELD	US	2,327,348	03/07/2000	Registered
Z-LINER	US	2,248,258	05/25/1999	Registered
INNER-GUARD	US	1,940,066	12/05/1995	Registered
INNER-CLEAN	US	1,982,135	06/25/1996	Registered
ARTECH	US	1,915,448	08/29/1995	Registered
ZIEBART TIDYCAR and Design	US	1,799,658	10/19/1993	Registered
RENU-A-SHINE	US	1,669,746	12/24/1991	Registered
GOLD CARE	US	1,718,752	09/22/1992	Registered
PROTECT-A- SHINE	US	1,663,650	11/05/1991	Registered
ZIEBART and Design	US	1,586,399	03/13/1990	Registered
ZIEBART and Design	US	1,527,365	02/28/1989	Registered
ZIEBART GOLD SHIELD PREFERRED CUSTOMER and Design	US	1,497,072	07/19/1988	Registered
ZIEBART	US	1,439,097	05/12/1987	Registered
Design	US	1,304,504	11/13/1984	Registered
Design	US	1,235,567	04/26/1983	Registered
ZIEBART and Design	US	1,225,374	01/25/1983	Registered
FORMULA Z	US	1,197,581	06/15/1982	Registered
TIDY CAR	US	1,234,187	04/12/1983	Registered
PRESERV-A- SHINE	US	1,233,155	04/05/1983	Registered
ZEEGARD	US	1,125,031	09/11/1979	Registered
ZEE-GLAZE	US	1,126,967	11/27/1979	Registered
ZIEBART and Design	US	1,125,283	09/25/1979	Registered
Design	US	1,243,854	06/28/1983	Registered
ZIEBART	US	1,125,370	09/25/1979	Registered
ZEEGARD	US	1,115,089	03/20/1979	Registered
IT'S US. OR RUST	US	997,168	10/29/1974	Registered

MARK	COUNTRY	REG. NO.	REG. DATE	STATUS
ZIEBART and Design	US	872,779	07/08/1969	Registered
ZEEGARD	US	883,664	01/06/1970	Registered
Z and Design	US	854,367	08/06/1968	Registered

FOREIGN TRADEMARKS

MARK	COUNTRY	REG. NO.	REG. DATE	STATUS
ZIEBART TIDYCAR ZIEBART TIDYCAR and Design	UK	1502834	06/09/1992	Registered
TIDY CAR and Design	UK	B1112115	04/03/1979	Registered
ZIEBART	UK	1097953	06/29/1978	Registered
ZIEBART and Design	UK	B1026229	03/09/1974	Registered
ZIEBART and Design	UK	1287208	10/02/1986	Registered
ZIEBART	UK	1287207	10/02/1986	Registered
DIAMOND GLOSS	Canada	TMA559,795	03/27/2002	Registered
Z-SHIELD	Canada	TMA546,608	06/14/2001	Registered
Z-LINER	Canada	TMA534,380	10/12/2000	Registered
SURVIVAL GEAR FOR CARS	Canada	TMA501,867	10/06/1998	Registered
ZIEBART MARK 10 SERVICE	Canada	TMA473,647	03/25/1997	Registered
SHATTER-BLOC	Canada	TMA460,839	08/02/1996	Registered
INNER-CLEAN	Canada	TMA467,312	12/09/1996	Registered
INNER-GUARD	Canada	TMA467,309	12/09/1996	Registered
ZIEBART MARK 10 X SERVICE	Canada	TMA468,559	01/10/1997	Registered
THE LOOK THAT LASTS	Canada	TMA445,024	07/07/1995	Registered
CHIPFIX	Canada	TMA440,056	03/03/1995	Registered
ZIEBART TIDYCAR and Design	Canada	TMA428,901	06/17/1994	Registered
RENU-A-SHINE	Canada	TMA415,785	08/20/1993	Registered
EXPRESS SHINE	Canada	TMA415,076	07/30/1993	Registered
GOLD CARE	Canada	TMA415,784	08/20/1993	Registered

MARK	COUNTRY	REG. NO.	REG. DATE	STATUS
EXPRESS INTERIOR	Canada	TMA415,783	08/20/1993	Registered
ZIEBART and Design	Canada	TMA369,436	06/15/1990	Registered
ZIEBART and Design	Canada	TMA360,042	09/01/2004	Registered
PENETROIL	Canada	TMA330,464	07/24/1987	Registered
ZIEBART	Canada	TMA292,175	06/22/1984	Registered
IT'S US. OR RUST	Canada	TMA254,643	01/09/1981	Registered
ZIEBART and Design	Canada	TMA264,643	12/04/1996	Registered
ZIEBART	Canada	TMA265,863	01/22/1982	Registered
PRESERV-A-SHINE	Canada	TMA233,245	05/25/1979	Registered
TIDY CAR and Design	Canada	TMA233,199	05/18/1979	Registered
ZIEBART-ITS US. OR RUST	Canada	TMA219,765	04/01/1977	Registered
ZIEBART and Design	Canada	TMA166,678	12/05/1969	Registered
DIAMOND GLOSS	EC	5138599	06/29/2007	Registered
ZIEBART TIDYCAR and design	EC	3203205	11/22/2004	Registered
Z-SHIELD	EC	934224	01/14/2000	Registered
ZIEBART SURVIVAL GEAR FOR CARS and Design	EC	725069	10/06/1999	Registered
ZIEBART and Design	EC	236869	02/10/1999	Registered
ZIEBART	EC	333815	04/23/1999	Registered
ZEEGARD	EC	101758	03/02/1999	Registered
ZIEBART TIDYCAR and Design	Spain	1705825M2	06/05/1992	Registered
ZIEBART and Design	Spain	734979M	12/19/1977	Registered
ZIEBART. SURVIVAL GEAR FOR CARS SM and Design	Republic of Korea	4100520880000	01/14/1999	Registered
ZIEBART. SURVIVAL GEAR FOR CARS SM and Design	Republic of Korea	4100520860000	01/14/1999	Registered
ZIEBART and Design	Republic of Korea	4100299680000	01/08/1996	Registered

MARK	COUNTRY	REG. NO.	REG. DATE	STATUS
ZIEBART TIDYCAR and design	Republic of Korea	4100227890000	01/04/1994	Registered
ZIEBART	Republic of Korea	4100127120000	11/12/1990	Registered
ZIEBART and Design	Republic of Korea	4100100680000	07/10/1989	Registered
ZIEBART and Design	Republic of Korea	4100027750000	11/14/1980	Registered
SURVIVAL GEAR FOR CARS	Australia	755599	02/20/1998	Expired – Renewal possible
ZIEBART TIDYCAR and Design	Australia	560898	08/05/1991	Registered
ZIEBART	Australia	404414	02/28/1984	Registered
ZIEBART and Design	Australia	404413	02/28/1984	Registered
ZIEBART APPEARANCE AND PROTECTION SERVICES and Design	Australia	341584	01//03/1980	Registered
ZIEBART	Australia	319518	06/18/1978	Registered
ZIEBART and Design	Australia	282079	09/26/1974	Registered
ZIEBART and Design	Australia	246699	03/10/1971	Registered
ZIEBART TIDY CAR and Design	France	92 426427	01/10/1992	Registered
ZIEBART and Design	France	1650572	03/15/1991	Registered
TIDY CAR and Design	France	1588929	04/26/1990	Registered
ZIEBART TIDYCAR and Design	Benelux	521407	06/12/1992	Registered
ZIEBART and Design	Benelux	303926	08/25/1971	Registered
ZIEBART TIDYCAR and Design	Denmark	1993 6200 VA	06/18/1993	Registered
TIDY CAR and Design	Denmark	1980 4207 VR	11/07/1980	Registered
ZIEBART TIDYCAR and Design	Switzerland	398517	01/12/1993	Registered
ZIEBART and Design	Switzerland	391398	07/04/1991	Registered
ZIEBART TIDYCAR and Design	Austria	143611	08/28/1992	Registered

MARK	COUNTRY	REG. NO.	REG. DATE	STATUS
TIDY CAR and Design	Austria	94442	07/10/1980	Registered
ZIEBART TIDYCAR and Design	Mexico	482900	12/15/1994	Registered
ZIEBART	Japan	4713544	09/26/2003	Registered
ZIEBART TIDYCAR and Design	Japan	4178358	08/14/1998	Registered
ZIEBART TIDYCAR	Japan	3107116	12/26/1995	Registered
ZIEBART and Design	Japan	3265102	02/24/1997	Registered
Design	Japan	1922289	12/24/1986	Registered
Design	Japan	1730668	11/27/1984	Registered
HOSHO TSUKI ZIEBART SABIDOME and Design	Japan	1366010	12/22/1978	Registered
ZIEBART	Japan	1195015	04/12/1976	Registered
TIDY CAR and Design	Germany	39722609	11/07/1997	Registered
ZIEBART TIDYCAR and Design	Germany	2022402	10/16/1992	Registered
ZIEBART	Germany	875493	11/26/1970	Registered
ZIEBART TIDYCAR and Design	Italy	1011515	06/09/2006	Registered
ZIEBART and Design	Italy	972919	09/16/2005	Registered
TIDY CAR and Design	Italy	899113	06/24/2003	Registered
ZIEBART TIDYCAR and Design	Sweden	258108	05/20/1994	Registered
TIDY CAR and Design	Sweden	175893	03/27/1981	Registered
ZIEBART and Design	Sweden	133667	12/18/1970	Registered
ZIEBART TIDYCAR and Design	Norway	161391	02/10/1994	Registered
ZIEBART and Design	Finland	112238	06/05/1991	Registered
ZIEBART TIDYCAR Stylized	Hungary	139454	07/17/1995	Registered
ZIEBART TIDYCAR and Design	Poland	84638	04/11/1995	Registered

MARK	COUNTRY	REG. NO.	REG. DATE	STATUS
ZIEBART TIDYCAR and Design	Ireland	202007	07/01/1996	Registered
ZIEBART TIDYCAR and Design	Lithuania	33765	07/01/1999	Registered
ZIEBART TIDY CAR and Design	Portugal	282179 MNA	12/09/1993	Registered
ZIEBART TIDYCAR and Design	Latvia	M 38 194	08/20/1997	Registered