

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM529606

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JPMORGAN CHASE BANK, N.A.		06/21/2019	National Banking Association: ILLINOIS
RECEIVING PARTY DATA			
Name:	STRAUSS BRANDS LLC (F/K/A STRAUSS BRANDS INCORPORATED)		
Street Address:	9775 SOUTH 60TH STREET		
City:	FRANKLIN		
State/Country:	WISCONSIN		
Postal Code:	53132		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	2746251	ASPEN VALLEY LAMB	
Registration Number:	4190898	FREE RAISED	
Registration Number:	3406482	FREE RAISED	
Registration Number:	3857244	MEADOW RESERVE	
Registration Number:	4045694	NATURE GIVES. WE ACCEPT.	
Registration Number:	3298766	STRAUSS	
Registration Number:	1672699	STRAUSS VEAL	
Registration Number:	3718239	VEAL'S NEW DIRECTION	
CORRESPONDENCE DATA			
Fax Number:	8043447999		
<i>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.</i>			
Phone:	8047888331		
Email:	HWITM@HuntonAK.com		
Correspondent Name:	Stephen P. Demm		
Address Line 1:	951 East Byrd Street		
Address Line 4:	Richmond, VIRGINIA 23219-4074		
ATTORNEY DOCKET NUMBER:	081159.0000034		
NAME OF SUBMITTER:	Stephen P. Demm		

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SIGNATURE:	/Stephen P. Demm/
DATE SIGNED:	06/27/2019
Total Attachments: 3 source=Strauss - JPM Release of Security Interests in Trademarks 6-21-2019#page1.tif source=Strauss - JPM Release of Security Interests in Trademarks 6-21-2019#page2.tif source=Strauss - JPM Release of Security Interests in Trademarks 6-21-2019#page3.tif	

RELEASE OF SECURITY INTERESTS IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS (the "Release") is made as of June 21, 2019 by JPMORGAN CHASE BANK, N.A. ("Secured Party") in favor of STRAUSS BRANDS LLC (F/K/A STRAUSS BRANDS INCORPORATED), a Wisconsin corporation (the "Company").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Secured Party hereby releases all liens and security interests granted by Company in favor of Secured Party in the trademarks listed on Schedule A attached hereto pursuant to that certain Security Agreement dated as of May 26, 2016, as the same may have been amended, restated, supplemented or otherwise modified from time to time (the "Security Agreement"), by and among the Company, the other Grantors (as defined in the Security Agreement) party thereto and the Secured Party, a notice of which was recorded with the United States Patent and Trademark Office on July 15, 2016 at Reel/Frame 5835/0172.

[Signature Page Follows]

IN WITNESS WHEREOF, Secured Party has caused this Release to be executed by its authorized officer as of the date of this Release.

JPMORGAN CHASE BANK, N.A.

By: 
Name: Michael Fine
Title: Authorized Officer

[Signature Page to Release of Security Interests in Trademarks]

SCHEDULE A
TRADEMARKS

Trademark Name	Registration Date	Registration Number
ASPEN VALLEY LAMB	August 5, 2003	2,746,251
FREE RAISED	August 14, 2012	4,190,898
FREE RAISED	April 1, 2008	3,406,482
MEADOW RESERVE	October 5, 2010	3,857,244
NATURE GIVES. WE ACCEPT.	October 25, 2011	4,045,694
STRAUSS	September 25, 2007	3,298,766
STRAUSS VEAL	January 21, 1992	1,672,699
VEAL'S NEW DIRECTION	December 1, 2009	3,718,239