



Change of Officers

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICLIB-2012-00797

(License number)

9 Conkin

(Alder District # and Name)

Office Use Only

- Class A: Beer, Liquor, Cider
 Class B: Beer, Liquor,
 Class C Wine

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2012-00796 and LICLIB-2012-00797

Business dba Name: Buffalo Wild Wings

Licensed Address: 240 East Towne Mall, Madison, WI AND 789 University Ave, Madison, WI

Liquor/Beer Agent Name: East Towne Mall: Donald Heinz Alder, District #: East Towne: Juliana Bennett, #8
University Ave: Carl Alwin University: Gary Alverson, #17

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Blazin' Wings, Inc.

Business Mailing Address: Attn: Laura Carlson-Heideman, 3 Glenlake Parkway NE, FL 5, Atlanta, GA 30328

Business Contact Name, Position: Laura Carlson-Heideman, Senior Licensing Specialist

Business Phone: 952-516-8175 Business Email: lcarlson-heideman@inspirebrands.com

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
SAME OFFICERS AS MOST RECENT RENEWAL FILED:	
Lyle Tick	President
Robert Q. Jones, Jr.	Vice President, Corporate Counsel & Assistant Secretary
Nils H. Okeson	CAO, General Counsel, Secretary
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
J. David Pipes	CFO, Asst. Sec.

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No Yes, explain: As officers of Blazin Wings, Inc., they are also named as officers on other liquor licenses throughout the State of Wisconsin.

After this change, how many total officers/members/directors will be in the organization?: No change, 4. See attached letter.

Will this change alter your business plan? No Yes, please attach new business plan with application.


Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



Authorized Signature

8/16/21

Date

 Form submitted by mail/e-mail
Office Use Only

**Madigan
Dahl &
Harlan PA**

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June 8, 2021

Via Email: (licensing@cityofmadison.com)

City of Madison
Attn: Heather Harris, Licensing
210 Martin Luther King Jr. Blvd.
Room 103, City-County Building
Madison, WI 53703

Re: Notification of Upstream Changes to Blazin' Wings, Inc., aka Buffalo Wild Wings

Dear Ms. Harris:

This firm represents Blazin' Wings, Inc. dba Buffalo Wild Wings ("BWW") as it relates to the liquor licenses it holds for its locations at 240 East Towne Mall and 789 University Avenue, Madison, Wisconsin. The purpose of this letter is to provide the City with notice concerning a few upstream corporate changes that have recently occurred. Given the remote and nominal nature of the upstream changes, we anticipate that this letter will satisfy any notice requirements related to those upstream corporate changes.

Significantly, all of the changes that have occurred are at least 3 tiers or levels upstream from the entities that currently hold retail BWW alcohol licenses. A background of this matter and the new transactions in more detail, are as follows:

1. As a reminder relative to our letter sent back in December 2019, Inspire Brands, Inc., an upper-level parent entity above the licensed entities changed its name to Mavericks, Inc. The ownership chain for Mavericks, Inc f/k/a/ Inspire Brands, Inc. was unchanged at the 4th tier level and for all levels downstream from Mavericks Inc. In sum, during that time five new entities were created and inserted in the corporate structure upstream from Mavericks, Inc., which were upstream in tiers 6, 7, and 8 from the licensed entities.
2. This notice letter is being sent relative to an upstream ownership restructure and new entities that have been inserted upstream. The transaction has resulted in a new direct owner for Maverick's, Inc. f/k/a Inspire Brands, Inc. This new direct owner, RC IB Holding, LLC, is actually an existing entity within the ownership

structure, which also wholly owns the five entities created during the last transaction.

3. In addition, new entities were formed at tiers 6 and 7.

These remote upstream changes will not impact the licensee's branding or day to day operations. There are no changes in the officers/directors/managers of the licensed entities.

Because these changes are occurring multiple levels upstream from the licensed entity BWW, without the addition of any new officers, we assume that this letter will satisfy the City's notice requirements. If this assumption is in any way inaccurate, please advise so that we can take any additional steps which you may require so that our client is in full and complete compliance with your licensing requirements. If we do not hear from you, we will assume this notice letter is sufficient to properly comply with any notice requirements you may have.

Very truly yours,

MADIGAN, DAHL & HARLAN, P.A.

/s Richard M. Dahl

Richard M. Dahl
RMD:mac