

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hamilton Beach Brands, Inc.	FORMERLY Hamilton Beach/Proctor-Silex, Inc.	08/09/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	UBS AG, Stamford Branch, as agent		
Street Address:	677 Washington Blvd.		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06901		
Entity Type:	Connecticut-based, capital markets focused arm of UBS AG, a Swiss financial services company regulated in the United States by the Federal Reserve:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3794594	SET & FORGET	
Registration Number:	3794482	SMOOTH POUR	
CORRESPONDENCE DATA			
Fax Number:	(312)558-5700		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3125586352		
Email:	lkonrath@winston.com		
Correspondent Name:	Laura Konrath		
Address Line 1:	35 West Wacker Drive		
Address Line 2:	Winston & Strawn LLP		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	83507-33		
NAME OF SUBMITTER:	Laura Konrath		

CH \$65.00 3794594

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TRADEMARK
 REEL: 004262 FRAME: 0406

Signature:	/Laura Konrath/
Date:	08/18/2010
Total Attachments: 4 source=HB - Notice re new TMs - Executed - Aug 2010#page1.tif source=HB - Notice re new TMs - Executed - Aug 2010#page2.tif source=HB - Notice re new TMs - Executed - Aug 2010#page3.tif source=HB - Notice re new TMs - Executed - Aug 2010#page4.tif	

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that pursuant to the Security Agreement, dated as of May 31, 2007 (as the same may be amended, modified, extended or restated from time to time, the "Security Agreement"), by and among Hamilton Beach Brands, Inc. (f/k/a Hamilton Beach/Proctor-Silex, Inc.), the other Obligor party thereto (each an "Obligor" and collectively, the "Obligors") and UBS AG, STAMFORD BRANCH, as administrative agent (the "Agent") for the lenders referenced therein (the "Lenders"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to the Agent for the benefit of the Lenders:

TRADEMARKS

<u>Trademark No.</u>	<u>Description of Trademark</u>	<u>Date of Trademark</u>
See attached		

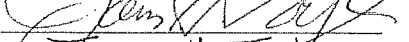
TRADEMARK APPLICATIONS

<u>Trademark Application No.</u>	<u>Description of Trademark Applied For</u>	<u>Date of Trademark Application</u>
See attached		

The Obligors and the Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

HAMILTON BEACH BRANDS, INC.
(f/k/a Hamilton Beach/Proctor-Silex, Inc.)

By: 
Name: James H. Taylor
Title: Vice President, CFO, & Treasurer

Acknowledged and Accepted:

UBS AG, STAMFORD BRANCH,
as Agent

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

The Obligors and the Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

HAMILTON BEACH BRANDS, INC.
(f/k/a Hamilton Beach/Proctor-Silex, Inc.)

By: _____
Name: _____
Title: _____

Acknowledged and Accepted:

UBS AG, STAMFORD BRANCH,
as Agent

By: Mary E. Evans
Name: _____
Title: _____

Mary E. Evans
Associate Director
Banking Products
Services, US

By: Irja R. Otsa
Name: _____
Title: _____

Irja R. Otsa
Associate Director
Banking Products
Services, US

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Trademark List By Trademark

Trademark	Client/Matter #/Subcase Country Name	Serial Number/Date	Publication Number/Date	Registration Number/Date	Status Next Renewal
HAMILTON BEACH	210499.1544 / Turkey	2009/12474 13-Mar-2009	12-Jan-2010	2009 12474 25-May-2010	Registered ✓ 13-Mar-2019
Attorney Docket #: 10499-1544TR Attorney(s): REG / LAG Client Name: Hamilton Beach Brands, Inc. Owner Name: Hamilton Beach Brands, Inc. Agent Name: Abu-Ghazalah Intellectual Property Class/Type: 07 Int; 21 Int.					
Client Ref.: 775210897-TM09.013 Agent Reference:					
HAMILTON BEACH & DESIGN	210499.1352 / China (People's Republic)	6081452 31-May-2007	13-Jan-2010	6081452 14-Apr-2010	Registered 13-Apr-2020
Attorney Docket #: 10499-1352TR Attorney(s): REG / LAG Client Name: Hamilton Beach Brands, Inc. Owner Name: Hamilton Beach Brands, Inc. Agent Name: Fangda Partners Class/Type: 21 Int.					
Client Ref.: 775210232-TM07.042 Agent Reference:					
SET & FORGET	210499.1548 / United States of America	77702,079 30-Mar-2009	23-Jun-2009	3,794,594 25-May-2010	Registered 25-May-2020
Attorney Docket #: 10499-1548US Attorney(s): REG / LAG Client Name: Hamilton Beach Brands, Inc. Owner Name: Hamilton Beach Brands, Inc. Agent Name: Class/Type: 11 Int.					
Client Ref.: 775210132-TM9.016 Agent Reference:					
SMOOTH POUR	210499.1543 / United States of America	777604,229 05-Mar-2009	23-Jun-2009	3,794,482 25-May-2010	Registered 25-May-2020
Attorney Docket #: 10499-1543US Attorney(s): REG / LAG Client Name: Hamilton Beach Brands, Inc. Owner Name: Hamilton Beach Brands, Inc. Agent Name: Class/Type: 07 Int.					
Client Ref.: 795210104-TM.09.012 Agent Reference:					