

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Buffalo Rock Company		04/21/2011	CORPORATION: ALABAMA
RECEIVING PARTY DATA			
Name:	Bank of America, N.A., as Collateral Agent		
Street Address:	600 Peachtree Street		
Internal Address:	13th Floor, Mail Code: GA 1-006-13-15		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30308		
Entity Type:	National Association: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85156063	BUSY DAY CAFE	
CORRESPONDENCE DATA			
Fax Number:	(404)581-8330		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-581-8275		
Email:	srbrown@jonesday.com		
Correspondent Name:	Sidney R. Brown, Jones Day		
Address Line 1:	1420 Peachtree Street, N.E.		
Address Line 2:	Suite 800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	739326-142026		
NAME OF SUBMITTER:	Sidney R. Brown		
Signature:	/Sidney R. Brown/		

OP \$40.00 85156063

900190034

TRADEMARK
REEL: 004527 FRAME: 0179

Date:

04/21/2011

Total Attachments: 3

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GRANT OF SECURITY INTEREST IN UNITED STATES TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, Buffalo Rock Company, an Alabama corporation (the "*Grantor*"), with principal offices at 111 Oxmoor Road, Birmingham, Alabama 35209, hereby assigns and grants to Bank of America, N.A., as Collateral Agent, with principal offices at 600 Peachtree Street, 13th Floor, Mail Code: GA 1-006-13-15, Atlanta, Georgia 30308 (together with its successors and assigns, the "*Grantee*"), a security interest in (i) all of the Grantor's right, title and interest in and to the following United States trademark application and all trademark registrations issuing from such application (the "*Mark*"), (ii) all Proceeds (as such term is defined in the Security Agreement referred to below) and products of the Mark, (iii) the goodwill of the businesses with which the Mark is associated and (iv) all causes of action arising prior to or after the date hereof for infringement of the Mark or unfair competition regarding the same:

Mark	Serial No.	Filing Date
BUSY DAY CAFE	85/156,063	10/19/2010

THIS GRANT is made to secure the satisfactory performance and payment of all the Obligations (as such term is defined in that certain Amended and Restated Security Agreement among the Grantor, the other assignors from time to time party thereto, and the Grantee, dated as of April 21, 2011 (as amended, restated, supplemented, or otherwise modified from time to time, the "*Security Agreement*") of the Grantor. Once the Obligations have been indefeasibly paid in full, the Grantee shall execute, acknowledge, and deliver to the Grantor an instrument in writing releasing the security interest in the Mark.

This Grant has been granted in conjunction with the security interest granted to the Grantee under the Security Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

[Remainder of this page intentionally left blank; signature page follows]

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the 21st
day of April, 2011.

BUFFALO ROCK COMPANY, Grantor

By: 


Name: Roger D. BARKER

Title: Sr. V/P + CFO

[Buffalo Rock - Trademark Security Agreement]

TRADEMARK
REEL: 004527 FRAME: 0182

BANK OF AMERICA, N.A.,
as Collateral Agent and Grantee

By: 
Name: Kristine Thenner, Vice President

[Buffalo Rock - Trademark Security Agreement]