

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jacob Ash Holdings, Inc.		08/11/2011	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Plexus Fund II, L.P., as Collateral Agent		
Street Address:	4601 Six Forks Road		
Internal Address:	Suite 528		
City:	Raleigh		
State/Country:	NORTH CAROLINA		
Postal Code:	27609		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	3014157	AQUA E4	
Registration Number:	2320590	HOT SHOT	
Registration Number:	1630134	INSULATING WARMTH	
Registration Number:	2995798	RYNO	
Registration Number:	2561865	ATTABOY	
Registration Number:	2476975	ATTABOY	
Registration Number:	2588440	ATTAKID	
Registration Number:	2588441		
Registration Number:	1200493	THE HARD HATTER	
Registration Number:	1642117	PEDIGREE	
Registration Number:	1642865	PEDIGREE KNIT	
Registration Number:	1677705		
Registration Number:	1978963	ECORAGGS	

900199553

TRADEMARK  
 REEL: 004603 FRAME: 0212

OP \$440.00 3014157

Registration Number:	1372702	ESKI CAP
Registration Number:	2585401	
Registration Number:	1955419	PUFFIN DOWN
Registration Number:	2371754	FOR THOSE WHO PREFER NO WALLS TO FOUR WALLS

# CORRESPONDENCE DATA

Fax Number: (704)339-3470

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: ecampbell@rbh.com

Correspondent Name: Elizabeth Campbell

Address Line 1: 101 N. Tryon Street

Address Line 2: Suite 1900

Address Line 4: Charlotte, NORTH CAROLINA 28246

ATTORNEY DOCKET NUMBER:	22152.00011
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NAME OF SUBMITTER:	Elizabeth Campbell
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Signature:	/Elizabeth Campbell/
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Date:	08/12/2011
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Total Attachments: 3

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**GRANT OF SECURITY INTEREST  
IN PATENTS AND TRADEMARKS**

**WHEREAS, JACOB ASH HOLDINGS, INC.**, a Pennsylvania corporation (the "Pledgor") is the owner of the trademark applications and registrations listed on Schedule A attached hereto, (all such trademarks, registrations and applications, collectively, the "Trademarks"); and

**WHEREAS**, the Pledgor has entered into a Pledge and Security Agreement (as amended, modified, restated or supplemented from time to time, the "Security Agreement"), dated as of August 11, 2011, in which the Pledgor has agreed with Plexus Fund II, L.P., as Collateral Agent (the "Collateral Agent"), with offices at 4601 Six Forks Road, Suite 528, Raleigh, NC 27609, to execute this Grant;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as security for the payment and performance of the Secured Obligations (as defined in the Security Agreement), the Pledgor does hereby grant to the Collateral Agent a security interest in all of its right, title and interest in and to the Trademarks and the Patents, and the use thereof, together with all proceeds and products thereof and the goodwill of the businesses symbolized by the Trademarks. This Grant has been given in conjunction with the security interest granted to the Collateral Agent under the Security Agreement, and the provisions of this Grant are without prejudice to and in addition to the provisions of the Security Agreement, which are incorporated herein by this reference.

**JACOB ASH HOLDINGS, INC.**

By: 

Name: GEORGE FRANCIS SMITH

Title: PRESIDENT



**TRADEMARK**

**REEL: 004603 FRAME: 0214**

**JACOB ASH HOLDINGS, INC.**  
**Intellectual Property Portfolio - Trademarks**

<u>Owner</u>	<u>Mark</u>	<u>Country</u>	<u>Application or Registration No.</u>	<u>Issue Date</u>
Jacob Ash Holdings, Inc.	AQUA E4	US	3,014,157	11/8/05
Jacob Ash Holdings, Inc.	HOT SHOT	US	2,320,590	2/22/00
Jacob Ash Holdings, Inc.	INSULATING WARMTH	US	1,630,134	1/1/91
Jacob Ash Holdings, Inc.	RYNO	US	2,995,798	9/13/05
Jacob Ash Holdings, Inc.	ATTABOY	US	2,561,865	4/16/02
Jacob Ash Holdings, Inc.		US	2,476,975	8/14/01
Jacob Ash Holdings, Inc.	ATTAKID	US	2,588,440	7/2/02
Jacob Ash Holdings, Inc.		US	2,588,441	7/2/02
Jacob Ash Holdings, Inc.	THE HARD HATTER	US	1,200,493	7/6/82
Jacob Ash Holdings, Inc.	PEDIGREE	US	1,642,117	4/23/91
Jacob Ash Holdings, Inc.	PEDIGREE KNIT	US	1,642,865	4/30/91
Jacob Ash Holdings, Inc.		US	1,677,705	3/3/92
Jacob Ash Holdings, Inc.	ECORAGGS	US	1,978,963	6/4/96

**JACOB ASH HOLDINGS, INC.**  
**Intellectual Property Portfolio - Trademarks**

<u>Owner</u>	<u>Mark</u>	<u>Country</u>	<u>Application or Registration No.</u>	<u>Issue Date</u>
Jacob Ash Holdings, Inc.	ECORAGGS	Canada	471,627	2/25/97
Jacob Ash Holdings, Inc.		US	1,372,702	11/26/85
Jacob Ash Holdings, Inc.		US	2,585,401	6/25/02
Jacob Ash Holdings, Inc.	PUFFIN DOWN	US	1,955,419	2/6/96
Jacob Ash Holdings, Inc.	FOR THOSE WHO PREFER NO WALLS TO FOUR WALLS	US	2,371,754	7/25/00