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.		08/22/2011	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:	The Connecticut -based, capital markets focused arm of UBS AG, a Swiss financial services company, regulated in the United States by the Federal Reserve: SWITZERLAND

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3951490	DEDICATED TO THE PERFECT CUP
Registration Number:	3945663	NOW THAT'S GOOD THINKING
Registration Number:	3957908	FORGET THE CARAFE

CH $90.00 3951490

CORRESPONDENCE DATA

Fax Number: (312)558-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312 558-6352
Email: lkonrath@winston.com
Correspondent Name: Laura Konrath
Address Line 1: 35 W Wacker Drive
Address Line 2: Winston & Strawn LLP, Suite 2800
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	83507-33

NAME OF SUBMITTER:	Laura Konrath
Signature:	/Laura Konrath/
Date:	08/25/2011

Total Attachments: 4
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EXECUTION

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 Obligors 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

Trademark No.	Description of Trademark	Date of Trademark
See attached		

TRADEMARK APPLICATIONS

Trademark Application No.	Description of Trademark Applied For	Date of Trademark Application
See attached		

NY 1354350v3

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 and CFO

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:_____
Name:_____
Title:_____

Mary S. Evans
Associate Director
Banking Products
Services, US

By:_____
Name:_____
Title:_____

Irja R. Otsa
Associate Director
Banking Products
Services, US

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Trademark Status Report By Trademark

Trademark	Client/Matter #/Subcase Country Name	Status Client	Serial Number/Date	Registration Number/Date	Last Renewal Next Renewal
DEDICATED TO THE PERFECT CUP	210499.1567 / United States of America	Registered Hamilton Beach Brands, Inc.	77/769,647 27-Jun-2009	3,951,490 26-Apr-2011	26-Apr-2021
Class/Type: 07 Int.; 11 Int.					
	Outstanding Action(s)	Due Date			
	Section 8 & 15 Due - 6th year	26-Apr-2017			
	First Renewal	26-Apr-2021			
HAMILTON BEACH	210499.1695 / European Community	Registered Hamilton Beach Brands, Inc.	009616831 21-Dec-2010	009616831 16-Jun-2011	21-Dec-2020
Class/Type: 07 Int.; 08 Int.; 09 Int.; 11 Int.; 21 Int.					
	Outstanding Action(s)	Due Date			
	First Renewal	21-Dec-2020			
NOW THAT'S GOOD THINKING	210499.1616 / United States of America	Registered Hamilton Beach Brands, Inc.	77/917,797 22-Jan-2010	3,945,663 12-Apr-2011	12-Apr-2021
Class/Type: 07 Int.; 09 Int.; 11 Int.					
	Outstanding Action(s)	Due Date			
	Section 8 & 15 Due - 6th year	12-Apr-2017			
	First Renewal	12-Apr-2021			
FORGET THE CARAFE	United States of America	Registered	3,957,908 10-May-2011		
Class Type 11 Int.					