

## 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
PB Holdco, LLC		10/11/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	George Dean Johnson Jr.		
Street Address:	100 Dunbar Street		
City:	Spartanburg		
State/Country:	SOUTH CAROLINA		
Postal Code:	29306		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3553370	PURE BARRE	
CORRESPONDENCE DATA			
Fax Number:	7043738840		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	704-373-8992		
Email:	bradaustin@mcguirewoods.com		
Correspondent Name:	Bradley S. Austin		
Address Line 1:	201 N. Tryon Street, Suite 3000		
Address Line 2:	c/o McGuireWoods LLP		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	2055105-0011		
NAME OF SUBMITTER:	Bradley S. Austin		
Signature:	/Bradley S. Austin/		

OP \$40.00 3553370

Date:

10/30/2012

**Total Attachments: 4**

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**NOTICE OF  
GRANT OF SECURITY INTEREST  
IN TRADEMARKS**

United States Patent and Trademark Office

Please be advised that pursuant to that certain Loan and Security Agreement dated as of October 11, 2012 (the "Loan and Security Agreement") by and among PB HOLDCO, LLC, a Delaware limited liability company (the "Grantor") and GEORGE DEAN JOHNSON, JR., AS TRUSTEE UNDER THE GEORGE DEAN JOHNSON, JR. REVOCABLE TRUST AGREEMENT DATED APRIL 10, 2009 (the "Lender"), the Grantor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications set forth on Schedule 1 attached hereto to the Lender.

The Grantor and the Lender hereby acknowledge and agree that the security interest in the trademarks and trademark applications set forth on Schedule 1 attached hereto (i) may only be terminated in accordance with the terms of the Loan and Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

[Signature Pages Follow]

NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

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**TRADEMARK  
REEL: 004890 FRAME: 0699**

Very truly yours,

PB HOLDCO, LLC

By Jaime Wall

Name:

Title:

*Jaime Wall*  
*Jaime Wall*  
*Manager*

Grantor's Address:

PB Holdco, LLC  
c/o WJ Partners, LLC  
100 Dunbar Street  
Spartanburg, South Carolina 29306  
Facsimile: (864) 594-5936  
Telephone: (917) 514-7519  
Attention: Jaime Wall, Manager

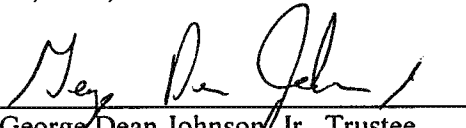
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

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**TRADEMARK**  
**REEL: 004890 FRAME: 0700**

Acknowledged and Accepted:

GEORGE DEAN JOHNSON, JR., AS TRUSTEE  
UNDER THE GEORGE DEAN JOHNSON, JR.,  
REVOCABLE TRUST AGREEMENT DATED  
APRIL 10, 2009, as Lender

By:   
George Dean Johnson, Jr., Trustee

NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

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**TRADEMARK**  
**REEL: 004890 FRAME: 0701**

**Schedule 1**

**PB Holdco, LLC  
(Delaware Limited Liability Company)**

**U.S. Trademarks**

**Registered Trademarks**

Trademark	Registration Number	Registration Date
PURE BARRE	3553370	December 30, 2008

NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

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**RECORDED: 10/30/2012**

**TRADEMARK  
REEL: 004890 FRAME: 0702**