

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Notice of Grant of Security Interest in Trademarks

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Merisant Company		01/15/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Bank of America, N.A., as Administrative Agent
<b>Street Address:</b>	1455 Market St., 5th Floor
<b>Internal Address:</b>	Mail Code: CA5-701-05-19
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94103
<b>Entity Type:</b>	national banking association: UNITED STATES

**PROPERTY NUMBERS Total: 27**

Property Type	Number	Word Mark
Registration Number:	4064666	EQUAL CLASSIC
Registration Number:	3321821	SWEET MATE
Registration Number:	3314361	EQUAL
Registration Number:	3197683	EQUAL
Registration Number:	3610339	ADD SOME FLAVOR TO YOUR DAY
Registration Number:	3197743	FLAVOR STICKS
Registration Number:	3386272	EQUAL
Registration Number:	3248304	EQUAL
Registration Number:	3632860	SENSIBLY SWEET
Registration Number:	3189711	EQUAL
Registration Number:	2967446	M
Registration Number:	2987670	MERISANT
Registration Number:	2068819	SWEETMATE

OP \$690.00 4064666

Registration Number:	1933895	SAME
Registration Number:	2012219	EQUAL
Registration Number:	1794061	SPOONFUL
Registration Number:	1734171	
Registration Number:	1318800	EQUAL
Registration Number:	1217173	CANDEREL
Registration Number:	1158683	EQUAL
Serial Number:	85762172	SEQUAL
Serial Number:	85762164	SEQUEL
Serial Number:	85762146	EQUAL
Serial Number:	85751831	EQUAL ORIGINAL
Serial Number:	85751812	EQUAL ORIGINAL
Serial Number:	85364450	EQUAL. THE ONE THEY WANT
Serial Number:	77911168	EQUAL EVERYWHERE

**CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER:	327000-027190 JES
NAME OF SUBMITTER:	John E. Slaughter
Signature:	/John E. Slaughter/
Date:	01/15/2013

Total Attachments: 4  
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NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of January 15, 2013 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Bank of America, N.A., as Administrative Agent (the "Administrative Agent") for the holders of the Secured Obligations referenced therein, the undersigned Obligor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown below to the Administrative Agent for the ratable benefit of the holders of the Secured Obligations:

TRADEMARKS

<u>Trademark No.</u>	<u>Description of Trademark Item</u>	<u>Date of Trademark</u>
	See <u>Schedule 1</u> attached hereto	

TRADEMARK APPLICATIONS

<u>Trademark Applications No.</u>	<u>Description of Trademark Applied for</u>	<u>Date of Trademark Applications</u>
	See <u>Schedule 1</u> attached hereto	

The undersigned Obligor and the Administrative Agent, on behalf of the holders of the Secured Obligations, 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 Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

MERISANT COMPANY,  
a Delaware corporation

By: *Ross M. Campbell*  
Name: *Ross M. Campbell*  
Title: *Chief Financial Officer*

[Signature Pages Continue]

MERISANT COMPANY  
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

TRADEMARK  
REEL: 004943 FRAME: 0326

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Administrative Agent

By: Anthea Del Bianco

Name: Anthea Del Bianco

Title: Vice President

MERISANT COMPANY  
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

TRADEMARK  
REEL: 004943 FRAME: 0327

**Schedule 1**

**MERISANT COMPANY  
(Delaware Corporation)**

**U.S. Trademarks**

**Registered Marks**

<b>Mark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
EQUAL CLASSIC	4064666	11/29/11
SWEET MATE and Design	3321821	10/23/07
EQUAL and Design	3314361	10/16/07
EQUAL	3197683	01/09/07
ADD SOME FLAVOR TO YOUR DAY	3610339	04/21/09
FLAVOR STICKS	3197743	01/09/07
EQUAL and Design	3386272	02/19/08
EQUAL	3248304	05/29/07
SENSIBLY SWEET	3632860	06/02/09
EQUAL	3189711	12/26/06
M and Design	2967446	07/12/05
MERISANT	2987670	08/23/05
SWEETMATE	2068819	06/10/97
SAME	1933895	11/07/95
EQUAL	2012219	10/29/96
SPOONFUL	1794061	09/21/93
Design only	1734171	11/17/92
EQUAL	1318800	02/12/85
CANDEREL	1217173	11/23/82
EQUAL	1158683	06/30/81

**Pending Applications**

<b>Mark</b>	<b>Appl. No.</b>	<b>Filing Date</b>
SEQUAL	85762172	10/24/12
SEQUEL	85762164	10/24/12
EQUAL	85762146	10/24/12
EQUAL ORIGINAL	85751831	10/11/12
EQUAL ORIGINAL and Design	85751812	10/11/12
EQUAL. THE ONE THEY WANT	85364450	07/06/11
EQUAL EVERYWHERE	77911168	01/13/10