

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
Beefeaters Holding Company, Inc.		06/12/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Bank of Montreal
Doing Business As:	BMO Capital Partners (f/k/a BMO Capital Corporation)
Street Address:	100 King Street West
City:	Toronto, Ontario
State/Country:	CANADA
Postal Code:	M5X 1A1
Entity Type:	Chartered Bank: CANADA

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Serial Number:	85550644	BHC HELPING DOGS AND CATS LIVE HAPPIER E
Serial Number:	85630611	NOTHING TASTES BETTER THAN OUR OVEN-BAKE
Serial Number:	85588618	TREATERIE
Serial Number:	85614517	NATURE'S ONE

CORRESPONDENCE DATA	
Fax Number:	3128035299
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	(312) 845-3430
Email:	kalwa@chapman.com
Correspondent Name:	Richard Kalwa
Address Line 1:	111 West Monroe Street
Address Line 2:	Chapman and Cutler LLP
Address Line 4:	Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	1932094	TRADEMARK
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CH \$115.00 85550644

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Richard Kalwa
Signature:	/richard kalwa/
Date:	06/13/2013

Total Attachments: 4
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TRADEMARK COLLATERAL AGREEMENT

This 12th day of June, 2013, Beefeaters Holding Company, Inc., a Delaware corporation (“*Debtor*”) with its principal place of business and mailing address at 5801 Westside Avenue, North Bergen, New Jersey, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, assigns, mortgages and pledges to Bank of Montreal d/b/a BMO Capital Partners (formerly known as BMO Capital Corporation), with its mailing address at 100 King Street West, Toronto, Ontario M5X 1A1, and its successors and assigns (“*Secured Party*”), and grants to Secured Party a continuing security interest in, the following property:

(i) Each trademark, trademark registration, and trademark application listed on Schedule A hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration, and trademark application; and

(ii) All proceeds of the foregoing, including without limitation any claim by Debtor against third parties for damages by reason of past, present or future infringement of any trademark, trademark registration, or trademark application listed on Schedule A hereto or by reason of injury to the goodwill associated with any such trademark, trademark registration, or trademark application, in each case together with the right to sue for and collect said damages;

to secure the payment and performance of all Secured Obligations of Debtor and its affiliates as set out in that certain Security Agreement dated as of May 4, 2010 among Debtor, such affiliates and Secured Party, as the same may be amended, modified, assumed, supplemented or restated from time to time (the “*Security Agreement*”).

Notwithstanding anything herein to the contrary, this Trademark Collateral Agreement shall not operate as a sale, transfer, conveyance or other assignment to Secured Party of any applications by Debtor for a trademark based on an intent to use the same if and so long as such application is pending without a Statement of Use having been filed and accepted (such pending applications which are based on intent to use being hereinafter referred to collectively as “*Intent-To-Use Applications*”), but rather, if and so long as Debtor’s Intent-To-Use Application is pending without a Statement of Use having been filed and accepted, then this Trademark Collateral Agreement shall operate only to create a security interest for collateral purposes in favor of Secured Party on such Intent-To-Use Application as collateral security for the Secured Obligations. When a Statement of Use is filed and accepted by the Trademark Office, then that application shall cease to be partly exempted from this Agreement.

Debtor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the assignment, mortgage, pledge and security interest in the trademarks, trademark registrations, and trademark applications made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein.

IN WITNESS WHEREOF, Debtor has caused this Trademark Collateral Agreement to be duly executed as of the date and year last above written.

BEEFEATERS HOLDING COMPANY, INC.

By Linda Naselli
Name: Linda Naselli
Title: Chief Financial Officer

Accepted and agreed to as of the date and year last above written.

BANK OF MONTREAL d/b/a BMO Capital
Partners (formerly known as BMO Capital
Corporation)

By _____
Name _____
Title _____

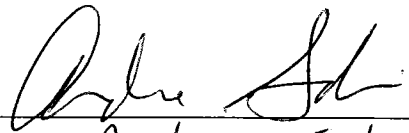
IN WITNESS WHEREOF, Debtor has caused this Trademark Collateral Agreement to be duly executed as of the date and year last above written.

BEEFEATERS HOLDING COMPANY, INC.

By _____
Name _____
Title _____

Accepted and agreed to as of the date and year last above written.

BANK OF MONTREAL d/b/a BMO Capital
Partners (formerly known as BMO Capital
Corporation)

By  _____
Name Andre Salv.
Title Managing Director

**SCHEDULE A
TO TRADEMARK COLLATERAL AGREEMENT**

**REGISTERED TRADEMARKS
AND TRADEMARK APPLICATIONS**

Trademark	Application No.	Application Date	Registration No.	Registration Date
BHC HELPING DOGS AND CATS LIVE HAPPIER EVERY DAY (AND DESIGN)	85/550,644	23-Feb-2012	Not registered	Not registered
NOTHING TASTES BETTER THAN OUR OVEN-BAKED FLAVOR	85/630,611	21-May-2012	Not registered	Not registered
TREATERIE	85/588,618	04-Apr-2012	Not registered	Not registered
NATURE'S ONE*	85/614,517	02-May-2012	Not registered	Not registered

* Mark to be abandoned.