

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
Hammacher, Schlemmer & Co., Inc.		09/30/2013	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Bank of America, N.A., as Collateral Agent
Street Address:	135 South LaSalle Street
Internal Address:	Mail Code: IL4-135-09-61
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60603
Entity Type:	national banking association: UNITED STATES

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2815050	MOTIVATE. THANK. REWARD.
Registration Number:	2825139	LIVING WELL
Registration Number:	2961821	OFFERING THE BEST, THE ONLY AND THE UNEX
Registration Number:	2384596	OFFERING THE BEST, THE ONLY AND THE UNEX
Registration Number:	1901881	SEARCH FOR INVENTION
Registration Number:	1888414	PLUMMER-MCCUTCHEON
Registration Number:	1819554	JETCETERA
Registration Number:	1283729	HAMMACHER SCHLEMMER
Registration Number:	1274267	HAMMACHER SCHLEMMER
Serial Number:	77875076	LEWIS & CONGER

CORRESPONDENCE DATA

Fax Number: 9192868199

900267746

**TRADEMARK
 REEL: 005122 FRAME: 0967**

OP \$265.00 2815050

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 919 286-8000
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Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER:	327000-027212 JES
NAME OF SUBMITTER:	John E. Slaughter
Signature:	/John E. Slaughter/
Date:	10/02/2013

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 September 30, 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 a right to set off against, any and all right, title and interest of such Obligor in and to the trademarks and trademark applications set forth on Schedule 1 hereto to the Administrative Agent for the ratable benefit of the holders of the Secured Obligations.

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.

[signature pages follow]

Very truly yours,

**HAMMACHER, SCHLEMMER & CO.,
INC.,**
an New York corporation

By: Richard Tinberg
Name: Richard Tinberg
Title: President

NOTICE OF SECURITY INTERESTS IN TRADEMARKS
THE BRADFORD HAMMACHER GROUP, INC.

TRADEMARK
REEL: 005122 FRAME: 0970

Acknowledged and Accepted

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

By Christine Trotter

Name: Christine Trotter
Title: Assistant Vice President

NOT A VALID INSTRUMENT WITHOUT SIGNATURE OF THE BANK OF AMERICA, N.A.

Schedule 1

Hammacher, Schlemmer & Co., Inc.
(New York Corporation)

U.S. Trademarks

Registered Marks

Mark	Reg. No.	Reg. Date
MOTIVATE. THANK. REWARD.	2815050	02/17/04
LIVING WELL	2825139	03/23/04
OFFERING THE BEST, THE ONLY AND THE UNEXPECTED SINCE 1848	2961821	06/14/05
OFFERING THE BEST, THE ONLY AND THE UNEXPECTED FOR 150 YEARS	2384596	09/12/00
SEARCH FOR INVENTION	1901881	06/27/95
PLUMMER-MCCUTCHEON	1888414	04/11/95
JETCETERA	1819554	02/01/94
HAMMACHER SCHLEMMER and Design	1283729	06/26/84
HAMMACHER SCHLEMMER	1274267	04/17/84

Pending Application

Mark	Appl. No.	Filing Date
LEWIS & CONGER	77875076	11/18/09