

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321816

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BELL'O INTERNATIONAL CORP.		10/24/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SunTrust Bank
Street Address:	303 Peachtree Street, N.E.
Internal Address:	25th Floor
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30308
Entity Type:	CORPORATION: GEORGIA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	4393142	BD
Registration Number:	2598630	BELL'O
Registration Number:	4400899	BELL'O DIGITAL
Registration Number:	3648639	LIFE JACKET
Registration Number:	3190125	PAMARI COLLECTION
Registration Number:	3262076	PRO BELL'O
Registration Number:	2675479	SIMPLY...BEAUTIFUL
Registration Number:	3706643	TRIPLE PLAY
Registration Number:	3610248	TRUSPEED

CORRESPONDENCE DATA

Fax Number: 4048817777

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

Phone: 404-881-7000

Email: betsy.perkins@alston.com

Correspondent Name: Laura Kees

Address Line 1: 1201 W. Peachtree Street

Address Line 2: c/o Alston & Bird LLP

Address Line 4: Atlanta, GEORGIA 30309-3424

TRADEMARK

ATTORNEY DOCKET NUMBER:	001833/431599
NAME OF SUBMITTER:	Laura Kees
SIGNATURE:	/Laura Kees/
DATE SIGNED:	10/31/2014

Total Attachments: 12

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FORM OF
GRANT OF SECURITY INTEREST
PATENTS AND TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, BELL'O INTERNATIONAL CORP., a Delaware corporation (the "Grantor"), with principal offices at 711 Ginesi Drive, Morgansville, NJ 07751, on this 24th day of October, 2014, hereby assigns and grants to SUNTRUST BANK, as Administrative Agent (the "Grantee") with principal offices at 303 Peachtree Street, N.E., 25th Floor, Atlanta, Georgia 30308, a security interest in (i) all of the Grantor's right, title and interest in and to the trademarks, trademark registrations, trademark applications and trademark licenses (the "Marks") set forth on Schedule A attached hereto and all reissues, extensions or renewals thereof; (ii) all of the Grantor's right, title and interest in and to the patents, patent applications and patent licenses (the "Patents") set forth on Schedule B attached hereto and all reissues, continuations, continuations-in-part and extensions thereof, in each case together with (iii) all Proceeds (as such term is defined in the Guaranty and Security Agreement referred to below) of the Marks and Patents, (iv) the goodwill of the businesses with which the Marks are associated, and (v) all causes of action arising prior to or after the date hereof for infringement of any of the Marks and Patents or unfair competition regarding the same.

THIS GRANT OF SECURITY INTEREST (this "Grant"), is made to secure the satisfactory performance and payment of all the "Secured Obligations" of the Grantor, as such term is defined in the Guaranty and Security Agreement by and among Grantor, the other grantors from time to time party thereto and the Grantee, dated as of December 11, 2012 (as the same may be amended, restated, modified and/or supplemented from time to time, the "Guaranty and Security Agreement").


This Grant has been granted in conjunction with the security interest granted to the Grantee under the Guaranty and Security Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are without prejudice to, and are in addition to those set forth in the Guaranty and Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Guaranty and Security Agreement, the provisions of the Guaranty and Security Agreement shall govern. This Grant may be executed in counterparts and by the different parties hereto on separate counterparts, but all of which shall together constitute one and the same instrument. Delivery of an executed counterpart of this Agreement by facsimile or other electronic method of transmission shall be equally effective as delivery of an original executed counterpart.

This Grant shall be governed by the laws of the State of New York.

[SIGNATURES ON THE FOLLOWING PAGE]

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date referenced above.

BELL'O INTERNATIONAL CORP., as
Grantor

By:  _____

Name: Russ Wilson

Title: Authorized Signatory

SUNTRUST BANK
as Administrative Agent, as Grantee

By: _____

Name: _____


Title: _____

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date referenced above.

BELL'O INTERNATIONAL CORP., as
Grantor

By: _____
Name: _____
Title: _____

SUNTRUST BANK
as Administrative Agent, as Grantee

By:  _____
Name: SHEBYLE SIMPSON KERLEY
Title: VICE PRESIDENT

SCHEDULE AMARKS

	Mark	App. No.	App. Date	Reg. No.	Reg. Date	Country
1	BD AND DESIGN	85/521,613	01/20/2012	4,393,142	08/27/2013	United States
2	BELL'O	75/858,131	11/24/1999	2,598,630	07/23/2002	United States
3	BELL'O DIGITAL	85/521,592	01/20/2012	4,400,899	09/10/2013	United States
4	LIFE JACKET	77/499,572	06/16/2008	3,648,639	06/30/2009	United States
5	PAMARI COLLECTION	78/635,222	05/23/2005	3,190,125	12/26/2006	United States
6	PRO BELL'O	78/491,505	09/29/2004	3,262,076	07/10/2007	United States
7	RUBICON	86/206,334	02/27/2014			United States
8	SIMPLY...BEAUTIFUL	76/124,441	09/08/2000	2,675,479	01/14/2003	United States
9	TRIPLE PLAY	77/568,036	09/11/2008	3,706,643	11/03/2009	United States
10	TRUSPEED	77/531,721	07/25/2008	3,610,248	04/21/2009	United States
11	BELL'O	835558	05/17/2000	835558	01/14/2002	Australia
12	BELL'OGGETTI	762832	05/22/1998	762832	08/24/1999	Australia
13	BELL'O	1059143	05/16/2000	TMA570118	11/01/2002	Canada
14	BELL'OGGETTI	753,726	05/02/1994	TMA449381	10/27/1995	Canada
15	CMS (LOGO)	1098120	04/04/2001	TMA583,458	06/11/2003	Canada
16	BELL'OGGETTI	837484	05/29/1998	837484	06/27/2000	Community Trademark
17	BELL'O	426913	05/23/2000	667933	05/23/2000	Mexico
18	BELL'O	4-2000-004025	05/17/2000	4-2000-004025	04/14/2005	Philippines
19	BELL'O	2000711382	05/18/2000	214768	06/17/2002	Russian Federation

20	BELL'OGGETTI	98709750	06/05/1998	181281	11/01/1999	Russian Federation
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SCHEDULE BPATENTS

	Title	Patent No. (Pub. No.)	Issue Date	App. No.	App. Date	Country
1	Audio video shelving unit	D704480	2014-05-13	29/441888	2013-01-10	USA
2	Audio video shelving unit	D696539	2013-12-31	29/441891	2013-01-10	USA
3	Adjustable flat panel display mounting system	8550415	2013-10-08	12/915227	2010-10-29	USA
4	Audio video shelving unit	D690542	2013-10-01	29/441898	2013-01-10	USA
5	Audio video shelving unit	D690141	2013-09-24	29/441903	2013-01-10	USA
6	Audio video shelving unit	D681977	2013-05-14	29/410322	2012-01-06	USA
7	Audio video shelving unit	D681369	2013-05-07	29/410114	2012-01-04	USA
8	Headphone	D678252	2013-03-19	29/413667	2012-02-17	USA
9	Headphone	D678251	2013-03-19	29/413664	2012-02-17	USA
10	Headphone	D677653	2013-03-12	29/413672	2012-02-17	USA
11	Audio video cable connector	D675990	2013-02-12	29/398394	2011-07-29	USA
12	Flat panel display mounting	8322673	2012-12-04	12/319286	2009-01-05	USA
13	Audio video shelving unit	D669707	2012-10-30	29/410124	2012-01-04	USA
14	Audio video shelving unit	D669706	2012-10-30	29/410115	2012-01-04	USA
15	Audio video shelving unit	D669704	2012-10-30	29/410119	2012-01-04	USA
16	Audio video shelving unit	D668475	2012-10-09	29/410126	2012-01-04	USA

	Title	Patent No. (Pub. No.)	Issue Date	App. No.	App. Date	Country
17	Cable management system	8273988	2012-09-25	13/049026	2011-03-16	USA
18	Audio video shelving unit	D663551	2012-07-17	29/410325	2012-01-06	USA
19	Audio video shelving unit	D663135	2012-07-10	29/382389	2011-01-03	USA
20	Audio video shelving unit	D663139	2012-07-10	29/382387	2011-01-03	USA
21	Audio video shelving unit	D663138	2012-07-10	29/382380	2011-01-03	USA
22	Audio video shelving unit	D663137	2012-07-10	29/382379	2011-01-03	USA
23	Audio video shelving unit	D662729	2012-07-03	29/410122	2012-01-04	USA
24	Audio video shelving unit	D662728	2012-07-03	29/410116	2012-01-04	USA
25	Audio video shelving unit	D654289	2012-02-21	29/354829	2010-01-29	USA
26	Audio video shelving unit	D648573	2011-11-15	29/338355	2009-06-10	USA
27	Audio video shelving unit	D646910	2011-10-18	29/389450	2011-04-12	USA
28	Audio video shelving unit	D644454	2011-09-06	29/382386	2011-01-03	USA
29	Audio video shelving unit	D644043	2011-08-30	29/382383	2011-01-03	USA
30	Audio video shelving unit	D643649	2011-08-23	29/382381	2011-01-03	USA
31	End cap for cable management system	D642987	2011-08-09	29/310619	2008-08-28	USA
32	Audio video shelving unit	D641995	2011-07-26	29/382377	2011-01-03	USA
33	Audio video shelving unit	D641183	2011-07-12	29/382374	2011-01-03	USA

	Title	Patent No. (Pub. No.)	Issue Date	App. No.	App. Date	Country
34	Cable management system	7910829	2011-03-22	12/231330	2008-09-02	USA
35	Flat panel display mounting system	7871048	2011-01-18	11/648720	2006-12-28	USA
36	Audio video shelving unit	D625123	2010-10-12	29/351897	2009-12-14	USA
37	Audio video shelving unit	D623877	2010-09-21	29/354827	2010-01-29	USA
38	Audio video shelving unit	D623876	2010-09-21	29/342062	2009-08-18	USA
39	Audio video shelving unit	D623443	2010-09-14	29/353355	2010-01-07	USA
40	Audio video shelving unit	D623442	2010-09-14	29/343188	2009-09-09	USA
41	Audio video shelving unit	D620285	2010-07-27	29/353365	2010-01-07	USA
42	Audio video shelving unit	D620284	2010-07-27	29/353363	2010-01-07	USA
43	Audio video shelving unit	D620278	2010-07-27	29/310599	2008-08-28	USA
44	Audio video shelving unit	D619828	2010-07-20	29/353360	2010-01-07	USA
45	Audio video shelving unit	D619827	2010-07-20	29/353357	2010-01-07	USA
46	Audio video shelving unit	D616672	2010-06-01	29/353364	2010-01-07	USA
47	Flat panel display mounting system	7726617	2010-06-01	12/005123	2007-12-21	USA
48	Audio video shelving unit	D612634	2010-03-30	29/342063	2009-08-18	USA
49	Audio video shelving unit	D612172	2010-03-23	29/342059	2009-08-18	USA
50	Audio video shelving unit	D605874	2009-12-15	29/310593	2008-08-28	USA
51	Audio video cable	D604251	2009-11-17	29/310488	2008-08-21	USA

	Title	Patent No. (Pub. No.)	Issue Date	App. No.	App. Date	Country
52	Audio video shelving unit	D599584	2009-09-08	29/307108	2008-03-31	USA
53	Audio video cable	D598865	2009-08-25	29/310589	2008-08-27	USA
54	Blister package	D597830	2009-08-11	29/330435	2009-01-07	USA
55	Audio video shelving unit	D595978	2009-07-14	29/310594	2008-08-28	USA
56	Adapter plates for flat panel display mounting assembly	D599356	2009-09-01	29/312083	2008-09-29	USA
57	Audio video shelving unit	D594248	2009-06-16	29/310596	2008-08-28	USA
58	Packaging for audio video cable	D593404	2009-06-02	29/310669	2008-09-02	USA
59	Audio video shelving unit	D592428	2009-05-19	29/310597	2008-08-28	USA
60	Audio video shelving unit	D590637	2009-04-21	29/310614	2008-08-28	USA
61	Audio video shelving unit	D590636	2009-04-21	29/294161	2007-12-21	USA
62	Audio video shelving unit	D589280	2009-03-31	29/310600	2008-08-28	USA
63	Tiltable flat panel display mount	D587714	2009-03-03	29/270720	2006-12-28	USA
64	Flat panel display mount	D587694	2009-03-03	29/294331	2008-01-03	USA
65	Audio video shelving unit	D587497	2009-03-03	29/308583	2008-06-24	USA
66	Audio video shelving unit	D587496	2009-03-03	29/307109	2008-03-31	USA
67	Audio video shelving unit	D587483	2009-03-03	29/307110	2008-03-31	USA
68	Adapter plates for flat panel display mounting assembly	D587273	2009-02-24	29/270800	2007-01-03	USA

	Title	Patent No. (Pub. No.)	Issue Date	App. No.	App. Date	Country
69	Flat panel display mount	D581916	2008-12-02	29/294337	2008-01-04	USA
70	Flat panel display mount	D581915	2008-12-02	29/294336	2008-01-04	USA
71	Flat panel display mount	D580421	2008-11-11	29/270799	2007-01-03	USA
72	Adapter plates for flat panel display mounting assembly	D577728	2008-09-30	29/270719	2006-12-28	USA
73	Fixed flat panel display mount	D574815	2008-08-12	29/270718	2006-12-28	USA
74	Flat panel display mount	D569381	2008-05-20	29/270801	2007-01-03	USA
75	Flat panel display mount	D568890	2008-05-13	29/286784	2007-05-17	USA
76	Audio video shelving unit	D564796	2008-03-25	29/286227	2007-04-27	USA
77	Audio video shelving unit	D564789	2008-03-25	29/270861	2007-01-05	USA
78	Audio video shelving unit	D564261	2008-03-18	29/286226	2007-04-27	USA
79	Audio video shelving unit	D564260	2008-03-18	29/270929	2007-01-05	USA
80	End caps for flat panel display mount assembly	D562812	2008-02-26	29/270723	2006-12-28	USA
81	Audio video shelving unit	D562593	2008-02-26	29/270922	2007-01-05	USA
82	Mounting plate for flat panel displays	D561749	2008-02-12	29/270726	2006-12-28	USA
83	Flat panel display mount	D561748	2008-02-12	29/270721	2006-12-28	USA
84	Audio video shelving unit	D560077	2008-01-22	29/270910	2007-01-05	USA
85	Extension bracket for display mount	D559662	2008-01-15	29/270913	2007-01-05	USA

	Title	Patent No. (Pub. No.)	Issue Date	App. No.	App. Date	Country
86	Audio video shelving unit	D559583	2008-01-15	29/270914	2007-01-05	USA
87	Audio video shelving unit	D559584	2008-01-15	29/270928	2007-01-05	USA
88	Audio video shelving unit	D555397	2007-11-20	29/264370	2006-08-08	USA
89	Audio video shelving unit	D554393	2007-11-06	29/264367	2006-08-08	USA
90	Chair	D551869	2007-10-02	29/268105	2006-10-30	USA
91	Audio video shelving unit	D549991	2007-09-04	29/251065	2006-01-04	USA
92	Audio video shelving unit	D535497	2007-01-23	29/251939	2006-01-17	USA
93	Audio video shelving unit	D527208	2006-08-29	29/232638	2005-06-22	USA
94	Audio video shelving unit	D525052	2006-07-18	29/219212	2004-12-14	USA
95	Audio video shelving unit	D519757	2006-05-02	29/220609	2005-01-03	USA
96	Audio video shelving unit	D516840	2006-03-14	29/233001	2005-06-24	USA
97	Audio video shelving unit	D516838	2006-03-14	29/220591	2005-01-03	USA
98	Audio video shelving unit	D515337	2006-02-21	29/190125	2003-09-15	USA
99	Audio video shelving unit	D508172	2005-08-09	29/207319	2004-07-01	USA
100	Audio video shelving unit	D507433	2005-07-19	29/209235	2004-07-13	USA
101	Audio video system furniture	D505573	2005-05-31	29/205529	2004-05-17	USA
102	Audio video shelving unit	D497061	2004-10-12	29/190160	2003-09-15	USA
103	Audio video shelving unit	D496807	2004-10-05	29/198016	2004-01-23	USA

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104	Audio video shelving unit	D493982	2004-08-10	29/190123	2003-09-15	USA
105	Audio tower furniture	D492860	2004-07-13	29/191298	2003-10-03	USA
106	audio video system	D491753	2004-06-22	29/190124	2003-09-15	USA
107	Audio video system furniture	D491750	2004-06-22	29/191251	2003-10-03	USA
108	Audio video system	D491749	2004-06-22	29/190308	2003-09-19	USA
109	Audio video system	D491748	2004-06-22	29/190135	2003-09-15	USA
110	Television stand	D489548	2004-05-11	29/177664	2003-03-13	USA
111	RECONFIGURABLE VIDEO AND PERIPHERAL MOUNTING SYSTEM	(2014/0270910)		14/198831	2014-03-06	USA
112	Re-Exam of U.S. Patent No. 8,079,311			95/002169		USA
113	Re-Exam of U.S. Patent No. 8,191,485			95/002164		USA
114	Headphone			29/469068	10/7/2013	USA
115	Bottle Container			29/473677	11/25/2013	USA
116	Headphone			29/478210	1/2/2014	USA
117	Audio video shelving unit			29/500394	8/25/2014	USA
118	END CAPS FOR FLAT PANEL DISPLAY MOUNT ASSEMBLY	ZL0730159855.X	4/22/2009	200730159855.X	6/28/2007	China

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