

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM327621

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
REVEILLE LLC		12/19/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DEUTSCHE BANK AG NEW YORK BRANCH, as Collateral Agent		
<b>Street Address:</b>	60 WALL STREET		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10005		
<b>Entity Type:</b>	Banking Corporation: GERMANY		
<b>PROPERTY NUMBERS Total: 17</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3898205	BL BODY	
<b>Registration Number:</b>	4529802		
<b>Registration Number:</b>	3406678	THE BIGGEST LOSER	
<b>Registration Number:</b>	3573962	THE BIGGEST LOSER	
<b>Registration Number:</b>	3624682	THE BIGGEST LOSER	
<b>Registration Number:</b>	3644948	THE BIGGEST LOSER	
<b>Registration Number:</b>	3509926	THE BIGGEST LOSER	
<b>Registration Number:</b>	4139380	THE BIGGEST LOSER	
<b>Registration Number:</b>	3074579	THE BIGGEST LOSER	
<b>Registration Number:</b>	4023119	THE BIGGEST LOSER	
<b>Registration Number:</b>	3477971	THE BIGGEST LOSER	
<b>Registration Number:</b>	4585122	THE BIGGEST LOSER	
<b>Registration Number:</b>	4614328	THE BIGGEST LOSER	
<b>Registration Number:</b>	4614329	THE BIGGEST LOSER	
<b>Registration Number:</b>	4576541	THE BIGGEST LOSER	
<b>Serial Number:</b>	85751706	THE BIGGEST LOSER	
<b>Serial Number:</b>	85751715	THE BIGGEST LOSER	
<b>CORRESPONDENCE DATA</b>			
<b>TRADEMARK</b>			

CH \$440.00 3898205

**Fax Number:**

*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.*

**Email:** vmann@paulweiss.com, dewilliams@paulweiss.com

**Correspondent Name:** Virginia F. Mann

**Address Line 1:** 1285 Avenue of the Americas

**Address Line 4:** New York, NEW YORK 10019-6064

<b>ATTORNEY DOCKET NUMBER:</b>	21024-001
<b>NAME OF SUBMITTER:</b>	Virginia F. Mann
<b>SIGNATURE:</b>	/Virginia F. Mann/
<b>DATE SIGNED:</b>	12/30/2014

**Total Attachments: 6**

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**Notice of Grant of Security Interest in Intellectual Property**

NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS, dated as of December 19, 2014 (this "Agreement"), made by REVEILLE LLC, a Delaware limited liability company (the "Pledgor"), in favor of DEUTSCHE BANK AG NEW YORK BRANCH, as Collateral Agent (as defined below).

Reference is made to the U.S. Collateral Agreement (First Lien), dated as of August 13, 2014 (as amended, restated, supplemented or otherwise modified from time to time, the "Collateral Agreement"), among MediArena Acquisition B.V. (the "Borrower"), each subsidiary of the Borrower identified therein and Deutsche Bank AG New York Branch, as collateral agent (together with its successors and assigns in such capacity, the "Collateral Agent") for the Secured Parties (as defined therein). The parties hereto agree as follows:

SECTION 1. *Terms.* Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Collateral Agreement. The rules of construction specified in Section 1.01(b) of the Collateral Agreement also apply to this Agreement.

SECTION 2. *Grant of Security Interest.* As security for the payment and performance, as applicable, in full of the Secured Obligations, the Pledgor pursuant to the Collateral Agreement did, and hereby does, assign and pledge to the Collateral Agent, its successors and permitted assigns, for the benefit of the Secured Parties, a continuing security interest in all of such Pledgor's right, title and interest in, to and under any and all of the following assets now owned or at any time hereafter acquired by such Pledgor or in which such Pledgor now has or at any time in the future may acquire any right, title or interest (collectively, but excluding any Excluded Property, the "IP Collateral"):

all Trademarks, including those listed on Schedule I;

provided, however, that the foregoing pledge, assignment and grant of security interest will not cover any "intent-to-use" applications for trademark or service mark registrations filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. §1051, unless and until an Amendment to Allege Use or a Statement of Use under Section 1(c) or 1(d) of the Lanham Act has been filed, to the extent, if any, that any assignment of an "intent-to-use" application prior to such filing would violate the Lanham Act.

SECTION 3. *Collateral Agreement.* The security interests granted to the Collateral Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Collateral Agent pursuant to the Collateral Agreement. Each Pledgor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the IP Collateral are more fully set forth in the Collateral Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In

the event of any conflict between the terms of this Agreement and the Collateral Agreement, the terms of the Collateral Agreement shall govern.

SECTION 4. *Counterparts*. This Agreement may be executed in two or more counterparts, each of which shall constitute an original but all of which when taken together shall constitute but one contract. Delivery of an executed counterpart to this Agreement by facsimile or other electronic transmission shall be as effective as delivery of a manually signed original.

SECTION 5. *Governing Law*. THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES UNDER THIS AGREEMENT SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAWS OF THE STATE OF NEW YORK, WITHOUT REGARD TO ANY PRINCIPLE OF CONFLICTS OF LAW THAT COULD REQUIRE THE APPLICATION OF ANY OTHER LAW.

[Signature Pages Follow]

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

REVEILLE LLC

By: 

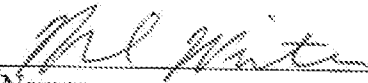
Name: Steve Shikiya

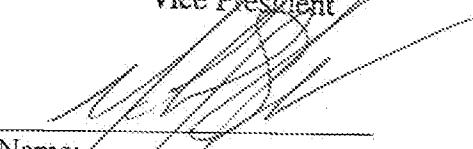
Title: Manager

[Signature Page to Notice of Grant of Security Interest in Trademarks (First Lien)]

**TRADEMARK**  
**REEL: 005432 FRAME: 0422**

DEUTSCHE BANK AG NEW YORK BRANCH,  
as Collateral Agent,

By:   
Name: **Michael Winters**  
Title: **Vice President**






By:   
Name: **Michael Shannon**  
Title: **Vice President**

[Signature Page to Notice of Grant of Security Interest in Trademarks (First Lien)]


Schedule I  
to Notice of Grant of Security Interest in Trademarks


Trademarks Relating to a Material Format Owned by Reveille LLC

*U.S. Trademark Registrations*

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BL BODY	3898205	28-Dec-2010
<i>Design Only</i>		
	4529802	13-May-2014
THE BIGGEST LOSER	3406678	1-Apr-2008
THE BIGGEST LOSER	3573962	10 Feb 2009
THE BIGGEST LOSER	3624682	19-May-2009
THE BIGGEST LOSER	3644948	23-Jun-2009
THE BIGGEST LOSER	3509926	30-Sep-2008
THE BIGGEST LOSER	4139380	8-May-2012
THE BIGGEST LOSER	3074579	28-Mar-2006
THE BIGGEST LOSER	4023119	6-Sep-2011
THE BIGGEST LOSER	3477971	29-Jul-2008
THE BIGGEST LOSER (Tape Measure)		
	4585122	12-Aug-2014
THE BIGGEST LOSER (Tape Measure)		
	4614328	30-Sep-2014
THE BIGGEST LOSER (Tape Measure)		
	4614329	30-Sep-2014
THE BIGGEST LOSER (Tape Measure)		
	4576541	29-Jul-2014

*U.S. Trademark Applications*

<u>Mark Name</u>	<u>Application No.</u>	<u>Filing Date</u>
THE BIGGEST LOSER (Tape Measure)		
	85/751706	11-Oct-2012

THE BIGGEST LOSER (Tape Measure) 	85/751715	11-Oct-2012
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