

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354478

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HIGH ROAD CRAFT ICE CREAM, INC.		09/04/2015	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	PMC FINANCIAL SERVICES GROUP, LLC		
Street Address:	3816 East La Palma Avenue		
City:	Anaheim		
State/Country:	CALIFORNIA		
Postal Code:	92807		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86571992	BLVD TASTY ICE CREAM	
Registration Number:	4061034	HIGH ROAD CRAFT ICE CREAM & SORBET	
CORRESPONDENCE DATA			
Fax Number:	2138915788		
<i>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.</i>			
Phone:	213-8915935		
Email:	hpanneck@buchalter.com		
Correspondent Name:	Helen Panneck		
Address Line 1:	1000 Wilshire Blvd., Ste. 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
ATTORNEY DOCKET NUMBER:	P6297-0044		
NAME OF SUBMITTER:	Helen Panneck		
SIGNATURE:	/Helen Panneck/		
DATE SIGNED:	09/09/2015		
Total Attachments: 5			
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**MEMORANDUM AND NOTICE OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY**

September 4, 2015

HIGH ROAD CRAFT ICE CREAM, INC., a Georgia corporation, whose address is 1730 W. Oak Commons Ct., Marietta, GA 30062 (“Assignor”) hereby acknowledges that it has granted **PMC FINANCIAL SERVICES GROUP, LLC**, a Delaware limited liability company, whose address is 3816 East La Palma Avenue, Anaheim, California 92807 (“Assignee”), a security interest in and to all of the Assignor’s right, title and interest in and to: (a) the trademarks and trademark registrations and applications therefor which are identified on Exhibit A attached hereto and herein incorporated by this reference owned by Assignor (the “Trademarks”), together with the goodwill and assets of the business; (b) the patents and patent applications which are identified on Exhibit B attached hereto and herein incorporated by this reference owned by Assignor (the “Patents”); and (c) the copyright registrations which are identified on Exhibit C attached hereto and herein incorporated by this reference owned by Assignor (the “Copyrights”), and all actions for infringement concerning the foregoing.

The terms and conditions of the aforementioned security interest are contained in that certain Loan and Security Agreement dated as of September 4, 2015 (the “Agreement”), between the Assignor and Assignee as security for the Obligations as set forth in the Agreement and other agreements referred to therein. Nothing contained in this Memorandum and Notice of Security Interest in Intellectual Property shall be construed as a present or absolute assignment of any of the collateral nor as limiting any interest which Assignee may have in any other collateral described in the Agreement or otherwise.

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[Signature Page to Follow]

IN WITNESS WHEREOF, the undersigned has duly executed this document as of the date first written above.

HIGH ROAD CRAFT ICE CREAM, INC.,
a Georgia corporation

By: 

Name: Keith Schroeder

Title: Chief Executive Officer

EXHIBIT A

Trademarks



Owner	Trademark	Serial No. / Reg. No.	File Date / Reg. Date
High Road Craft Ice Cream, Inc. dba High Road Craft Ice Cream, Inc	 The logo for BLVD TASTY ICE CREAM features the word "BLVD" in large, bold, white, sans-serif capital letters on a black rectangular background. Below "BLVD", the words "TASTY ICE CREAM" are written in a smaller, white, sans-serif font.	86571992	03/21/2015
High Road Craft Ice Cream, Inc.	 The logo for HIGH ROAD CRAFT ICE CREAM & SORBET features the words "HIGH ROAD" in very large, bold, black, sans-serif capital letters. Below "HIGH ROAD", the words "CRAFT ICE CREAM & SORBET" are written in a smaller, black, sans-serif font.	4061034	11/22/2011

EXHIBIT B
PATENTS

Patents

None

EXHIBIT C

Copyrights

None