

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM415267

<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>
MICHAEL C. FINA CORPORATE SALES, INC.		02/06/2017	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BMO HARRIS BANK N.A., AS AGENT		
<b>Street Address:</b>	111 WEST MONROE STREET, 20TH FLOOR EAST		
<b>City:</b>	CHICAGO		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60603		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4306387	CELEBRATE SUCCESS	
<b>Registration Number:</b>	3556486	ESERVICE RECOGNITION	
<b>Registration Number:</b>	3467909	GIFTNET	
<b>Registration Number:</b>	3546298	LIFESTYLES	
<b>Registration Number:</b>	3028924	MAGIC BOX	
<b>Registration Number:</b>	3169749	ONE SOURCE TOTAL RECOGNITION	
<b>Registration Number:</b>	3152041	TOTAL VISION RECOGNITION	
<b>Registration Number:</b>	3505194	FINADIRECT	
<b>Registration Number:</b>	2956208	DORSET	
<b>Registration Number:</b>	2253512	MICHAEL C. FINA	
<b>Registration Number:</b>	1728472	MICHAEL C. FINA	
<b>Registration Number:</b>	4504211	MICHAEL C. FINA	
<b>Registration Number:</b>	4395136	DIAMOND DASH DASH FOR A DIAMOND & A CURE	
<b>Serial Number:</b>	86103589	REACH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			

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**Phone:** 312-577-8574  
**Email:** humberto.aquino@kattenlaw.com  
**Correspondent Name:** HUMBERTO AQUINO C/O KATTEN MUCHIN  
**Address Line 1:** 525 WEST MONROE STREET  
**Address Line 4:** CHICAGO, ILLINOIS 60661

**ATTORNEY DOCKET NUMBER:** 207545-00094

**NAME OF SUBMITTER:** HUMBERTO AQUINO

**SIGNATURE:** /HUMBERTO AQUINO/

**DATE SIGNED:** 02/07/2017

**Total Attachments: 7**

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TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of February 6, 2017, is made by each of the entities listed on the signature pages hereof (each a “Grantor” and, collectively, the “Grantors”), in favor of BMO Harris Bank N.A. (“BMO”), as administrative agent (in such capacity, together with its successors and permitted assigns, the “Agent”) for the Lenders and the L/C Issuers (as defined in the Credit Agreement referred to below) and the other Secured Parties.

WITNESSETH:

WHEREAS, pursuant to the Credit Agreement, dated as of April 13, 2016 (as the same may be amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), among HALO Branded Solutions, Inc., a Delaware corporation (the “Borrower”), the Lenders and the L/C Issuers from time to time party thereto and BMO, as Agent for the Lenders and the L/C Issuers, the Lenders and the L/C Issuers have severally agreed to make extensions of credit to the Borrower upon the terms and subject to the conditions set forth therein;

WHEREAS, each Grantor (other than the Borrower) has agreed, pursuant to a Guaranty and Security Agreement of even date with the Credit Agreement in favor of the Agent (as the same may be amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Guaranty and Security Agreement”), to guarantee the Obligations (as defined in the Credit Agreement) of the Borrower; and

WHEREAS, all of the Grantors are party to the Guaranty and Security Agreement pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Lenders, the L/C Issuers and the Agent to enter into the Credit Agreement and to induce the Lenders and the L/C Issuers to make their respective extensions of credit to the Borrower thereunder, each Grantor hereby agrees with the Agent as follows:

SECTION 1. DEFINED TERMS.

Capitalized terms used herein without definition are used as defined in the Guaranty and Security Agreement.

SECTION 2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL.

Each Grantor, as collateral security for the prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Secured Obligations of such Grantor, hereby pledges to the Agent for the benefit of the Secured Parties, and grants to the Agent for the benefit of the Secured Parties a Lien on and security interest in, all of its right, title and interest in, to and under the following Collateral of such Grantor, but excluding all Excluded Property (the “Trademark Collateral”):

(a) all of its Trademarks (as defined in the Credit Agreement) (but excluding any intent-to-use trademark application prior to the filing and acceptance of a “Statement of Use” or “Amendment to Alleged Use” with respect thereto), including, without limitation, those referred to on Schedule 1 hereto;

(b) all renewals and extensions of the foregoing;

(c) all goodwill of the business connected with the use of, and symbolized by, each such Trademark; and

(d) all income, royalties, proceeds and Liabilities at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof.

### SECTION 3. GUARANTY AND SECURITY AGREEMENT.

The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Agent pursuant to the Guaranty and Security Agreement and each Grantor hereby acknowledges and agrees that the rights and remedies of the Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Guaranty and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event of any conflict between this Agreement and the Guaranty and Security Agreement, the Guaranty and Security Agreement shall control.

### SECTION 4. GRANTOR REMAINS LIABLE.

Each Grantor hereby agrees that, anything herein to the contrary notwithstanding, but subject to the terms of the Guaranty and Security Agreement, such Grantor shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with their Trademarks subject to a security interest hereunder.

### SECTION 5. TERMINATION.

This Trademark Security Agreement shall terminate and the Lien on the security interest in the Trademark Collateral shall be released upon the payment and performance of the Secured Obligations (other than any outstanding indemnification obligations) and cash collateralization of Letters of Credit. Upon the termination of this Trademark Security Agreement, the Agent shall execute all documents, make all filings, and take all other actions reasonably requested by the Grantors to evidence and record the release of the Lien on and security interests in the Trademark Collateral granted herein.

SECTION 6. COUNTERPARTS.

This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart. Delivery of an executed signature page of this Agreement by facsimile transmission or Electronic Transmission shall be as effective as delivery of a manually executed counterpart hereof.

SECTION 7. GOVERNING LAW.

The laws of the State of New York shall govern all matters arising out of, in connection with or relating to this Trademark Security Agreement, including, its validity, interpretation, construction, performance and enforcement (including, any claims sounding in contract or tort law arising out of the subject matter hereof and any determinations with respect to post-judgment interest).

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK; SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

**MICHAEL C. FINA CORPORATE SALES, INC.**, as  
Grantor

By: 

Name: Marc Simon

Title: Chief Executive Officer and President

Acknowledged and Agreed as of the  
date first above written:

**BMO HARRIS BANK N.A.**, as Agent

By: 

Name: Todd Meyers

Title: Director

Trademark Security Agreement (HBS)

**TRADEMARK**  
**REEL: 005983 FRAME: 0227**

**SCHEDULE I  
TO  
TRADEMARK SECURITY AGREEMENT**

TRADEMARK REGISTRATIONS

1. REGISTERED TRADEMARKS

Trademark	Country	Serial No. and Filing Date		Registration No. and Reg. Date		Status	Owner
CELEBRATE SUCCESS	US	85502421	12/22/11	4306387	3/19/13	Registered	Michael C. Fina Corporate Sales, Inc.
ESERVICE RECOGNITION	US	77433513	3/27/08	3556486	1/6/09	Registered	Michael C. Fina Corporate Sales, Inc.
GIFTNET	US	78890419	5/23/06	3467909	7/15/08	Registered	Michael C. Fina Corporate Sales, Inc.
LIFESTYLES	US	77433462	3/27/08	3546298	12/16/08	Registered	Michael C. Fina Corporate Sales, Inc.
MAGIC BOX	US	78/534,614	12/17/04	3028924	12/13/05	Registered	Michael C. Fina Corporate Sales, Inc.
ONE SOURCE, TOTAL RECOGNITION	US	78/543,885	1/7/05	3169749	11/7/06	Registered	Michael C. Fina Corporate Sales, Inc.
TOTAL VISION RECOGNITION	US	78/543,878	1/7/05	3152041	10/3/06	Registered	Michael C. Fina Corporate Sales, Inc.
FinaDIRECT	US	77/433,531	3/27/08	3505194	9/23/08	Registered	Michael C. Fina Corporate Sales, Inc.
DORSET	US	78/381,421	3/10/04	2956208	5/24/05	Registered	Michael C. Fina Corporate Sales, Inc.
MICHAEL C. FINA	US	75/473748	4/24/98	2253512	6/15/99	Registered	Michael C. Fina Corporate Sales, Inc.
MICHAEL C. FINA	US	74/246,956	4/24/98	1728472	10/27/92	Registered	Michael C. Fina Corporate Sales, Inc.



Trademark	Country	Serial No. and Filing Date		Registration No. and Reg. Date		Status	Owner
		Serial No.	Filing Date	Registration No.	Reg. Date		
MICHAEL C. FINA	US	85/860,813	2/26/13	4504211	4/1/14	Registered	Michael C. Fina Corporate Sales, Inc.
DIAMOND DASH DASH FOR A DIAMOND & A CURE PRESENTED BY MICHAEL C. FINA	US	85/771881	11/5/12	4395136	9/3/13	Registered	Michael C. Fina Corporate Sales, Inc.

2. TRADEMARK APPLICATIONS

Trademark	Country	Application Number. and Application Date		Status	Owner
REACH	US	86/103,589	10/28/13	Application	Michael C. Fina Corporate Sales, Inc.

[ACKNOWLEDGEMENT OF GRANTOR FOR [COPYRIGHT] [PATENT] [TRADEMARK] SECURITY AGREEMENT]

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**RECORDED: 02/07/2017**

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