

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424308

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NOTICE OF GRANT OF BACK-UP SECURITY INTEREST IN TRADEMARKS
SEQUENCE:	28

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
FOCUS BRANDS SYSTEMS LLC		04/06/2017	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	AUNTIE ANNE'S FRANCHISOR SPV LLC
Street Address:	5620 Glenridge Drive NE
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30342
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	3946434	
Registration Number:	3410695	
Registration Number:	3327212	AUNTIE ANNE'S PRETZEL PERFECT
Registration Number:	3327216	
Registration Number:	3327214	AUNTIE ANNE'S
Registration Number:	3345712	AUNTIE ANNE'S PRETZEL PERFECT
Registration Number:	3360662	AUNTIE ANNE'S PRETZEL PERFECT
Registration Number:	2514260	AUNTIE ANNE'S AT HOME
Registration Number:	2130367	AUNTIE ANNE'S
Registration Number:	2056059	DUTCH ICE
Registration Number:	1984997	
Registration Number:	1740051	AUNTIE ANNE'S

CORRESPONDENCE DATA

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: dlaker@paulweiss.com, aspoto@paulweiss.com

TRADEMARK

Correspondent Name: Danielle G. Laker
Address Line 1: Paul Weiss Rifkind Wharton & Garrison LLP
Address Line 2: 1285 Avenue of the Americas
Address Line 4: New York, NEW YORK 10019-6064

ATTORNEY DOCKET NUMBER: 17514-033

NAME OF SUBMITTER: Danielle Laker

SIGNATURE: /Danielle Laker/

DATE SIGNED: 04/19/2017

Total Attachments: 5

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NOTICE OF GRANT OF BACK-UP SECURITY INTEREST IN TRADEMARKS

This Notice of Grant of Back-up Security Interest in Trademarks (the “Notice”), is made and entered into as of April 6, 2017, by FOCUS BRANDS SYSTEMS LLC, a Delaware limited liability company located at 5620 Glenridge Drive NE, Atlanta, Georgia, 30342, (“Grantor”), in favor of AUNTIE ANNE’S FRANCHISOR SPV LLC, a Delaware limited liability company located at 5620 Glenridge Drive NE, Atlanta, Georgia 30342 (“Secured Party”) (collectively referred to as the “Parties”).

WHEREAS, Grantor is the owner of the United States trademarks and service marks, including the associated registrations and applications for registration, set forth on Schedule 1 attached hereto (collectively, the “Trademarks”) and the goodwill connected with the use of or symbolized by such Trademarks; and

WHEREAS, pursuant to the Contribution Agreement between the Parties of even date herewith (the “Agreement”), Grantor has granted a security interest in Grantor’s right, title and interest in, to and under certain intellectual property defined in the Agreement as the Contributed IP, including the Trademarks and the goodwill connected with the use of or symbolized by the Trademarks, and all products and proceeds of the foregoing, and the right to bring an action at law or in equity for any infringement, misappropriation, dilution or other violation thereof, and to collect all damages, settlements and proceeds relating thereto, and, to the extent not otherwise included, all payments, proceeds, supporting obligations and accrued and future rights to payment of any guaranties, indemnities, insurance and other agreements or arrangements of whatever character from time to time purporting to secure or otherwise with respect to any of the foregoing (collectively, the “Trademark Collateral”); and

WHEREAS, pursuant to Section 3.1(e) of the Agreement, Grantor agreed to execute and deliver to Secured Party this Notice for purposes of filing the same with the United States Patent and Trademark Office (the “USPTO”) to confirm, evidence and perfect the security interest in the Trademark Collateral granted pursuant to the Agreement in the event a court of competent jurisdiction were to hold that the contribution of the Trademarks pursuant to the Agreement does not constitute a valid contribution or absolute transfer of the Trademarks as set forth in the Agreement, but instead constitutes a loan;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and subject to all applicable terms and conditions of the Agreement, which are incorporated by reference as if fully set forth herein, Grantor hereby grants a security interest in favor of the Secured Party in all of Grantor’s right, title and interest in, to and under the Trademark Collateral, to the extent now owned or hereafter acquired by Grantor, to secure such loan in the aggregate value of the Contributed Assets; *provided that* the grant of security interest hereunder shall not include any application for registration of a Trademark that would be invalidated, canceled, voided or abandoned due to the grant and/or enforcement of such security interest, including intent-to-use applications filed with the USPTO pursuant to 15 USC Section 1051(b) prior to the filing of a statement of use or amendment to allege use pursuant to 15 USC Section 1051(c) or (d), unless and until such time that the grant and/or enforcement of the security interest will not cause such Trademark to be invalidated, canceled, voided or abandoned.

Capitalized terms used herein and not defined herein have the meanings set forth in the Agreement.

1. The Parties intend that this Notice is for recordation purposes only. The terms of this Notice shall not modify, and shall be subject to, the applicable terms and conditions of the Agreement, which govern the Secured Party's interest in the Trademark Collateral and which shall control in the event of any conflict. Grantor hereby acknowledges the sufficiency and completeness of this Notice to create a security interest in the Trademark Collateral for the benefit of the Secured Party, and Grantor hereby requests the USPTO to file and record this Notice together with the annexed Schedule 1.

2. Grantor and Secured Party hereby acknowledge and agree that the grant of security interest in, to and under the Trademark Collateral made hereby may be terminated only in accordance with the terms of the Agreement and shall terminate automatically upon the termination of the Agreement.

3. THIS NOTICE SHALL BE CONSTRUED IN ACCORDANCE WITH, AND GOVERNED BY, THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO CHOICE OF LAW RULES (OTHER THAN SECTIONS 5-1401 AND 5-1402 OF THE NEW YORK GENERAL OBLIGATIONS LAW).

4. This Notice may be executed by the parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and all of which when taken together shall constitute a single agreement.

[Remainder of this page intentionally left blank]

IN WITNESS WHEREOF, the undersigned has caused this NOTICE OF GRANT OF BACK-UP SECURITY INTEREST IN TRADEMARKS to be duly executed and delivered as of the date first written above.




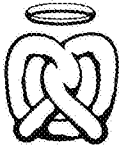

FOCUS BRANDS SYSTEMS LLC



By: 
Name: Michael J. Dixon
Title: Chief Financial Officer

[Signature Page - Back-up Security Interest in Trademarks (Fourth-Tier) (Auntie Anne's)]

TRADEMARK
REEL: 006037 FRAME: 0141

Schedule 1 Trademarks

Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Status
<i>Design Only</i> 	United States	85004150 01-APR-2010	3946434 12-APR-2011	Registered
<i>Design Only</i> 	United States	78818645 20-FEB-2006	3410695 08-APR-2008	Registered
AUNTIE ANNE'S PRETZEL PERFECT 	United States	78804441 01-FEB-2006	3327212 30-OCT-2007	Registered
<i>Design Only</i> 	United States	78804547 01-FEB-2006	3327216 30-OCT-2007	Registered
AUNTIE ANNE'S 	United States	78804517 01-FEB-2006	3327214 30-OCT-2007	Registered
AUNTIE ANNE'S PRETZEL PERFECT AUNTIE ANNE'S PRETZEL PERFECT	United States	78800090 26-JAN-2006	3345712 27-NOV-2007	Registered
AUNTIE ANNE'S PRETZEL PERFECT AUNTIE ANNE'S PRETZEL PERFECT	United States	78800202 26-JAN-2006	3360662 25-DEC-2007	Registered
AUNTIE ANNE'S AT HOME	United States	75928810 19-FEB-2000	2514260 04-DEC-2001	Registered

Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Status
AUNTIE ANNE'S 	United States	75219727 30-DEC-1996	2130367 20-JAN-1998	Registered
DUTCH ICE	United States	74671947 10-MAY-1995	2056059 22-APR-1997	Registered
<i>Design Only</i> 	United States	74544254 24-JUN-1994	1984997 09-JUL-1996	Registered
AUNTIE ANNE'S	United States	74251955 04-MAR-1992	1740051 15-DEC-1992	Registered