

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM434870

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rice's Honey, LLC		07/07/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Plexus Fund IV-A, L.P., as Administrative Agent		
Street Address:	4242 Six Forks Road, Suite 950		
City:	Raleigh		
State/Country:	NORTH CAROLINA		
Postal Code:	27609		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4931414	RICE FAMILY HONEY	
Registration Number:	4907979	L.R. RICE	
CORRESPONDENCE DATA			
Fax Number:	9192868199		
<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:	9192868000		
Email:	PTO_TMconfirmation@mvalaw.com, amberwest@mvalaw.com		
Correspondent Name:	MOORE & VAN ALLEN PLLC		
Address Line 1:	3015 Carrington Mill Blvd., Suite 400		
Address Line 4:	Morrisville, NORTH CAROLINA 27560		
ATTORNEY DOCKET NUMBER:	038534.015		
NAME OF SUBMITTER:	John Slaughter		
SIGNATURE:	/john slaughter/		
DATE SIGNED:	07/13/2017		
Total Attachments: 4			
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This Instrument is subordinated to the prior payment and satisfaction in cash of all Senior Indebtedness, as defined in the Intercreditor and Subordination Agreement dated as of July 7, 2017 as the same may be amended, modified, restated or supplemented from time to time (the “Subordination Agreement”), to the extent, and in the manner provided in the Subordination Agreement.

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of July 7, 2017 (as the same may be amended, modified, restated or supplemented from time to time, the “Security Agreement” – capitalized terms used and not otherwise defined herein have the meanings ascribed therein) by and among the Grantors from time to time party thereto (each a “Grantor” and collectively, the “Grantors”) and PLEXUS FUND IV-A, L.P., in its capacity as administrative agent (in such capacity, “Administrative Agent”) for itself and the Lenders referenced therein, the undersigned Grantor has granted to Administrative Agent, for the ratable benefit of itself and the Lenders, a continuing security interest in Grantor’s right, title and interest in and to the Trademarks, including the trademark registrations and trademark applications set forth on Schedule 1 attached hereto.

The undersigned Grantor and the Administrative Agent, on behalf of itself and the Lenders, hereby acknowledge and agree that the security interest in the trademark registrations and trademark applications set forth on Schedule 1 attached hereto (i) may only be terminated in accordance with the terms of the Security Agreement, (ii) is not to be construed as an assignment of any trademark or trademark application, and (iii) in the event of any conflict between the terms of this notice and the terms of the Security Agreement, the terms of the Security Agreement shall govern. This notice may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

[Signature Page Follows]

Very truly yours,

RICE'S HONEY, LLC,
a Delaware limited liability company

By: RH Holdco, LLC,
its Managing Member

By: 
Name: Robert J. McGee
Title: Manager

Acknowledged and Accepted:

PLEXUS FUND IV-A, L.P.,
as Administrative Agent

By: Plexus Fund IV GP I, LLC,
its General Partner

By: _____
Name: Will Anders
Title: Manager

RICE'S
IP NOTICE

TRADEMARK
REEL: 006104 FRAME: 0156

Very truly yours,

RICE'S HONEY, LLC,
a Delaware limited liability company


By: RH Holdco, LLC,
its Managing Member

By: _____
Name: Robert J. McGee
Title: Manager

Acknowledged and Accepted:

PLEXUS FUND IV-A, L.P.,
as Administrative Agent

By: Plexus Fund IV GP I, LLC,
its General Partner

By: 
Name: Howard Kelly Landis, III
Title: Manager

RICE'S
IP NOTICE

TRADEMARK
REEL: 006104 FRAME: 0157

Schedule 1

**Rice's Honey, LLC
(Delaware Limited Liability Company)**

U.S. Trademarks

Trademark Registrations

Mark	Reg. No.	Reg. Date
RICE FAMILY HONEY	4931414	04/05/16
L.R. RICE	4907979	03/01/16