

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM446116

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TriplePoint Venture Growth BDC Corp.		09/29/2017	Corporation:

RECEIVING PARTY DATA

Name:	Birchbox, Inc.
Street Address:	28 East 28th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	Corporation: DELAWARE
Name:	Parlor LLC
Street Address:	28 East 28th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	Limited Liability Company: DELAWARE
Name:	Very Beauty LLC
Street Address:	28 East 28th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 47

Property Type	Number	Word Mark
Registration Number:	3949015	BIRCHBOX
Registration Number:	4096349	BIRCHBOX
Registration Number:	4572722	BIRCHBOX
Registration Number:	4628983	BIRCHBOX
Registration Number:	4664890	BIRCHBOX
Registration Number:	4684980	BIRCHBOX
Registration Number:	4704015	BIRCHBOX

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4898206	BIRCHBOX
Registration Number:	4979017	BIRCHBOX
Registration Number:	4898793	BIRCHBOX
Registration Number:	4898794	BIRCHBOX
Registration Number:	4803402	B
Registration Number:	4649938	B
Registration Number:	4661117	B
Registration Number:	4898207	B
Registration Number:	4951683	B
Registration Number:	4672498	B
Registration Number:	4898208	B
Registration Number:	4946559	B
Registration Number:	4946797	B
Registration Number:	4096342	BIRCHBOX
Registration Number:	4572723	BIRCHBOX
Registration Number:	4096348	
Registration Number:	4096341	
Registration Number:	4597501	
Registration Number:	4704016	
Registration Number:	4407587	DISCOVER BEAUTY BETTER
Registration Number:	4673112	OPEN FOR BEAUTIFUL
Registration Number:	4701359	OPEN FOR BEAUTIFUL
Registration Number:	4937389	OPEN FOR DAPPER
Registration Number:	4918796	OPEN FOR HANDSOME
Registration Number:	4804119	PARLOR
Serial Number:	86503338	BIRCHBOX
Serial Number:	86503237	BIRCHBOX
Serial Number:	86503398	BIRCHBOX
Serial Number:	86503313	BIRCHBOX
Serial Number:	86774527	BIRCHBOX
Serial Number:	86774525	BIRCHBOX
Serial Number:	86774518	BIRCHBOX
Serial Number:	86774528	BIRCHBOX
Serial Number:	86774522	BIRCHBOX
Serial Number:	85949924	B
Serial Number:	85949949	B
Serial Number:	85949937	B
Serial Number:	85949952	B

Property Type	Number	Word Mark
Serial Number:	85949930	B
Serial Number:	85949946	B

CORRESPONDENCE DATA

Fax Number: 9735972597
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.
Phone: 9735972596
Email: lstrademark@lowenstein.com
Correspondent Name: Matthew Hintz, Esq.
Address Line 1: One Lowenstein Drive
Address Line 4: Roseland, NEW JERSEY 07068

NAME OF SUBMITTER:	Matthew Hintz
SIGNATURE:	/Matthew Hintz/
DATE SIGNED:	10/05/2017

Total Attachments: 25

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RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of September 29, 2017 by TriplePoint Venture Growth BDC Corp. ("Lender") in favor of Birchbox, Inc., Parlor LLC and Very Beauty LLC (collectively, "Company").

RECITAL

WHEREAS Company granted to Lender a security interest in the copyrights, patents and trademarks described on Exhibit A and attached hereto, respectively, (collectively, the "Intellectual Property") to Lender under a Plain English Intellectual Property Security Agreement dated as of January 27, 2017 (the "Security Agreement"), and recorded with the US Library of Congress Copyright Office and the US Patent and Trademark Office as set forth on Exhibits B.

WHEREAS Company has no outstanding obligations to Lender under the terms of the Security Agreement, Lender agrees to release its security interest in the Intellectual Property.

AGREEMENT

Now therefore, Lender agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest of Lender in the Intellectual Property.

LENDER:

TRIPLEPOINT VENTURE GROWTH BDC CORP.

By:  _____

Name: James Labe

Title: CEO

2755 Sand Hill Road, Suite 150
Menlo Park, CA 94025
T: (650) 233-2107

EXHIBIT A
(ATTACH IP SECURITY AGREEMENT)



PLAIN ENGLISH INTELLECTUAL PROPERTY SECURITY AGREEMENT

This is a Plain English Intellectual Property Security Agreement (this "Agreement") dated as of January 27, 2017 by and between TRIPLEPOINT VENTURE GROWTH BDC CORP., a Maryland corporation, as grantee, and each of the undersigned, as a grantor.

The words "We", "Us", or "Our", refer to the grantee, which is TRIPLEPOINT VENTURE GROWTH BDC CORP. The words "You" or "Your" refers to each grantor, which is BIRCHBOX, INC., VERY BEAUTY LLC and PARLOR LLC, and not any individual. The words "the Parties" refers to both TRIPLEPOINT VENTURE GROWTH BDC CORP. and each grantor under this Agreement.

We have entered into a Plain English Growth Capital Loan and Security Agreement dated as of April 28, 2015, as amended by the First Amendment to Plain English Growth Capital Loan and Security Agreement (together with amendments, supplements, extensions and exhibits, collectively the "Loan Agreement"). Pursuant to the Loan Agreement, You have granted to Us a lien on and a security interest in all the present and future rights, title, and interest that You may now have or hereafter acquire in all Patents, Trademarks, Copyrights, and applications for Patents, Trademarks and Copyrights.

In consideration for the mutual covenants and agreements contained in the Loan Agreement and this Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the Parties agree as follows:

1. GRANT OF SECURITY INTEREST

Each of You hereby grant to Us a lien upon and continuing security interest in all of Your respective right, title, and interest in, to and under all of the following (all of the following items of property collectively will be referred to as the "Intellectual Property Collateral"), whether now existing or hereafter arising or acquired:

- ⇒ all Patents, Patent Licenses, and Patent applications, including specifically those listed on the attached **Schedule A**, together with any reissues, divisions, continuations, renewals, extensions and continuations thereof;
- ⇒ all Trademarks, Trademark Licenses, and trademark applications, including specifically those listed on the attached **Schedule B** together with any renewals thereof;
- ⇒ all Copyrights, Copyright Licenses, and applications for Copyrights, including specifically those listed on the attached **Schedule C**;
- ⇒ the right to sue for past, present and future infringements of the foregoing and all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof; and
- ⇒ all Proceeds.

Each of You represent and warrant to Us that Schedules A, B, and C attached hereto set forth any and all intellectual property rights in connection to which each of You have registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

2. LOAN AGREEMENT

This security interest is granted to secure the Secured Obligations, under the Loan Agreement. All the capitalized terms used herein but not otherwise defined are used in this Agreement with the same meaning as defined in the Loan Agreement.

3. OUR RIGHT TO SUE

From and after an Event of Default, subject to the terms of the Loan Agreement, We shall have the right, but shall in no way be obligated, to bring suit in Our own name to enforce each of Your rights in the Intellectual Property Collateral. If We commence any such suit, each of You shall, at Our request, do all lawful acts and execute and deliver all proper documents or information that may be necessary or desirable to aid Us in such enforcement. Each of You shall promptly, upon demand, jointly and severally reimburse and indemnify Us for all of Our costs and expenses, including reasonable attorney's fees, related to Our exercise of the above mentioned rights.

4. FURTHER ASSURANCES

Each of You will from time to time execute, deliver and file, alone or with Us, any security agreements, or other documents to perfect and give priority to Our lien on the Intellectual Property Collateral. Each of You will from time to time obtain any instruments or documents as We may request, and take all further action that may be reasonably necessary or desirable, or that We may reasonably request, to carry out more effectively the provisions and purposes of this Agreement or any other related agreements or to confirm, perfect, preserve and protect the liens granted to Us.

5. MODIFICATION

This Agreement can only be altered, amended or modified in a writing signed by the Parties. Notwithstanding the foregoing however, each of You hereby irrevocably appoint Us (and any of Our designated officers, agents or employees) as Your true and lawful attorney to modify, in Our sole discretion, this Agreement without first obtaining any of Your approval of or signature to such modification by amending Schedules A, B, and C to this Agreement, as appropriate, to include reference to any right, title or interest in any Intellectual Property Collateral acquired by any of You before or after the execution hereof or to delete any reference to any right, title or interest in any Intellectual Property Collateral in which You no longer have or claim to have any right, title or interest. The appointment of Us as Your attorney in fact, and each and every one of Our rights and powers, being coupled with an interest, is irrevocable until all of the Secured Obligations have been fully repaid and performed and Our obligation to provide credit extensions to any of You is terminated.

6. BINDING EFFECT; REMEDIES NOT EXCLUSIVE

This Agreement shall be binding upon each of You and each of Your respective successors and assigns, and shall inure to the benefit of Us, and Our nominees and assigns.

Our rights and remedies with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Us as a matter of law or equity. Each of Our rights, powers and remedies provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Us of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Us, of any or all other rights, powers or remedies.

7. GOVERNING LAW; COUNTERPARTS

This Agreement shall be deemed made and accepted in and shall be governed by and construed in accordance with the laws of the State of California, and (where applicable) the laws of the United States of America.

IP Security Agt (Birchbox, Inc., Very Beauty LLC and Parlor LLC)

This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.

(Signature Page to Follow)

IN WITNESS WHEREOF, each of You have duly executed this Agreement as of the date first set forth above.


"You"

BIRCHBOX, INC.

By:

Name:

Title:



Kaitia Beauchamp
CEO + President

PARLOR LLC

By:

Name:

Title:



Kaitia Beauchamp
CEO + President

VERY BEAUTY LLC

By:

Name:

Title:


Kaitia Beauchamp
CEO + President

[SIGNATURE PAGE TO PLAIN ENGLISH INTELLECTUAL PROPERTY SECURITY AGREEMENT]

SCHEDULE A

**To Plain English Intellectual Property Security Agreement
Between Birchbox, Inc., Very Beauty LLC and Parlor LLC, as You (Grantor)
and TriplePoint Venture Growth BDC Corp., as Us (Grantee)**

PATENTS AND PATENT APPLICATIONS

PATENTS

Patent Name	Status and Date Issued	Patent Number
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PATENT APPLICATIONS

Name	Status & Date Filed	Application Number
OPTIMIZING AN ASSORTMENT AND ALLOCATION OF GROUPS OF ITEMS	August 20, 2014	14/463892




SCHEDULE B

**To Plain English Intellectual Property Security Agreement
Between Birchbox, Inc., Very Beauty LLC and Parlor LLC, as You (Grantor)
and TriplePoint Venture Growth BDC Corp., as Us (Grantee)**

TRADEMARKS AND TRADEMARK APPLICATIONS

TRADEMARKS

A. United States

Name	Date Filed or Issued	Serial Number	Status
BIRCHBOX	April 19, 2011	3,949,015	Registered
BIRCHBOX	Feb. 7, 2012	4,096,349	Registered
BIRCHBOX	July 22, 2014	4,572,722	Registered
BIRCHBOX	Oct. 28, 2014	4,628,983	Registered
BIRCHBOX	Dec. 30, 2014	4,664,890	Registered
BIRCHBOX	Feb. 10, 2015	4,684,980	Registered
BIRCHBOX	Mar. 17, 2015	4,704,015	Registered
BIRCHBOX	Feb. 9, 2016	4,898,206	Registered
BIRCHBOX	June 14, 2016	4,979,017	Registered
BIRCHBOX*	Feb. 9, 2016	4,898,793	Registered
BIRCHBOX*	Feb. 9, 2016	4,898,794	Registered
	Sept. 1, 2015	4,803,402	Registered
	Dec. 2, 2014	4,649,938	Registered
	Dec. 23, 2014	4,661,117	Registered



Feb. 9, 2016

4,898,207

Registered



May 3, 2016

4,951,683

Registered



Jan. 13, 2015

4,672,498

Registered



Feb. 9, 2016

4,898,208

Registered



April 26, 2016

4,946,559

Registered



April 26, 2016

4,946,797

Registered



Feb. 7, 2012

4,096,342

Registered

July 22, 2014

4,572,723

Registered



Feb. 7, 2012

4,096,348

Registered



Feb. 7, 2012

4,096,341

Registered



Sept. 2, 2014

4,597,501

Registered



Mar. 17, 2015S

4,704,016

Registered

**DISCOVER
BEAUTY
BETTER
OPEN FOR
BEAUTIFUL
OPEN FOR
BEAUTIFUL
OPEN FOR
DAPPER**

Sept. 24, 2013

4,407,587

Registered

Jan. 13, 2015

4,673,112

Registered

Mar. 10, 2015

4,701,359

Registered

Apr. 12, 2016

4,937,389

Registered

**OPEN FOR
HANDSOME
PARLOR**

Mar. 15, 2016

4,918,796

Registered


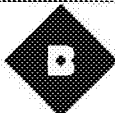
Sept. 1, 2015

4,804,119

Registered

B. European Union



Mark	Reg. no.	Cl	Reg. Date	Info
BIRCHBO X	1087226	35	July 5, 2011	The CTM extension of the first International Registration discussed below. Coverage is same as that of 1 st US BIRCHBOX registration, on which it is premised. The International Registration must be renewed with WIPO by July 5, 2021.
BIRCHBO X	11878865	3 18 35	Dec. 27, 2013	We must renew the registration with OHIM by June 6, 2023 (10 years after the original filing date).
	11878907	3 18 35	Jun. 6, 2013	We must renew the registration with OHIM by June 6, 2023 (10 years after the original filing date).
	11878949	3 18 35	Jun. 6, 2013	We must renew the registration with OHIM by June 6, 2023 (10 years after the original filing date).

(Note: In Europe, Birchbox also has a registration in Switzerland (not an EU nation) under its International Registration; see sec. F below.)



C. Canada

Mark	Reg. no.	Filing Date	Next Action
BIRCHBO X	TMA 883,120	July 30, 2014	We must renew registration by July 30, 2029

D. Mexico

Mark	Reg. no.	Cl	Reg. Date	Next Action
BIRCHBOX	1266543	3	Feb. 9, 2012	Must renew by Feb. 8, 2022; registration potentially vulnerable to another's cancellation proceeding if mark not put into use by Feb. 9, 2015
BIRCHBOX	1316943	35	Sept. 28, 2012	Must renew by Sept. 28, 2022; registration potentially vulnerable to another's cancellation proceeding if mark not put into use by Sept. 28, 2015

E. Brazil

Mark	Appl no.	Cl.	Filing Date	Status
	831302526	3	Oct. 17, 2011	Registration granted Dec. 16, 2014; must be renewed by Dec. 16, 2024.
	831302674	3 5	Oct. 17, 2011	Registration granted Dec. 16, 2014; must be renewed by Dec. 16, 2024.


F. International Grants of Protection (under Madrid Protocol)

Mark	Int'l Reg. No.	Cl.	Reg. Date	Next action
BIRCHBOX	1087226	35	July 5, 2011	WIPO has accepted our application and referred it to the various national trademark offices that we designated in our application (see below) for consideration for international grants of protection.
Designated Jurisdiction	Status			Next action
• Australia	Grant of Protection issued Mar. 7, 2012			Renew by July 5, 2021.
• China	After an initial rejection in May 2012, we have modified the description of services to conform to the CTMO's restrictive parameters, and reached agreement with the CTMO to hold off on addressing our appeal until after the grace period to renew the cited,			The CTMO should address our appeal sometime during 2015.

	allegedly-conflicting BIRCHBOB registrations expires.	
• European Union	Grant of Protection issued.	Renew by July 5, 2021.
• Japan	Grant of Protection issued on Aug. 2, 2012.	Renew by July 5, 2021.
• Korea	Grant of Protection issued January 2013.	Renew by July 5, 2021.
• Switzerland	Grant of Protection issued Sept. 11, 2012.	Renew by July 5, 2021.

G. Taiwan

Registrations

Mark	Reg. no.	Cl.	Filing Date	Status
BIRCHBOX	1636270	3	April 1, 2014	After prevailing in our 4 Seedhope oppositions, TIPO has granted registration and the post-registration opposition period expired without any objection. We must renew before March 31, 2024.
	1636271	35	April 1, 2014	After prevailing in our 4 Seedhope oppositions, TIPO has granted registration and the post-registration opposition period expired without any objection. We must renew before March 31, 2024.

H. Joliebox Trademark Registration Inventory

OMPI - ROMARIN – Details of International Registration

1113225, 113856277 4.5.2012

151 **Date de l'enregistrement**
17.02.2012

180 **Date prévue de l'expiration de l'enregistrement/du renouvellement**
17.02.2022


270 **Langue de la demande**
Français

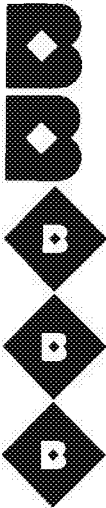
- État actuel**
- 732 **Nom et adresse du titulaire de l'enregistrement**
BEAUTYCOM 4 rue du Mont Doré F-75017 Paris France
- 812 **État contractant ou organisation contractante sur le territoire duquel ou de laquelle le titulaire a un établissement industriel ou commercial effectif et sérieux**
FR (France)
- 842 **Nature juridique du titulaire (personne morale) et État ainsi que, le cas échéant, territoire à l'intérieur de cet État, où la personne morale est constituée**
Société par Actions Simplifiée
- 740 **Nom et adresse du mandataire**
BOURGEOIS REZAC MIGNON 17 boulevard Malesherbes F-75008 Paris France
- 540 **Marque**
JOLIEBOX
- 541 **Reproduction de la marque lorsque celle-ci est représentée en caractère standard**
- 550 **Indication relative à la nature de la marque ou au type de marque**
Les termes contenus dans la marque n'ont pas de signification
- 511 **Classification internationale des produits et des services aux fins de l'enregistrement des marques (classification de Nice) - NCL(10)**
- 822 **Enregistrement de base**
FR (France), 17.02.2012, 11 3 856 277
- 300 **Données relatives à la priorité selon la Convention de Paris et autres données relatives à l'enregistrement de la marque dans le pays d'origine**
FR (France), 02.09.2011, 11 3 856 277
- 831 **Désignation(s) selon l'Arrangement de Madrid**
DZ (Algérie)
- 832 **Désignation(s) selon le Protocole de Madrid**
EM (Communauté européenne), NO (Norvège), TR (Turquie), US (États-Unis d'Amérique)
- 834 **Désignation(s) selon le Protocole de Madrid en vertu de l'article 9sexies**
CH (Suisse), CN (Chine), MA (Maroc), RU (Fédération de Russie)
- 527 **Indications relatives aux exigences d'utilisation**
US (États-Unis d'Amérique)

- Enregistrement**
- 450 Date et numéro de publication**
2012/16 Gaz, 10.05.2012
- 831 Désignation(s) selon l'Arrangement de Madrid**
DZ (Algérie)
- 832 Désignation(s) selon le Protocole de Madrid**
EM (Communauté européenne), NO (Norvège), TR (Turquie), US (États-Unis d'Amérique)
- 834 Désignation(s) selon le Protocole de Madrid en vertu de l'article 9sexies**
CH (Suisse), CN (Chine), MA (Maroc), RU (Fédération de Russie)
- 527 Indications relatives aux exigences d'utilisation**
US (États-Unis d'Amérique)
- 851 Limitation de la liste des produits et services**
US (États-Unis d'Amérique)
- 580 Date de l'inscription (date de notification à partir de laquelle commence à courir le délai pour émettre le refus de protection)**
03.05.2012

TRADEMARK APPLICATIONS

A. United States





Name	Date Filed	Application Number	Status
BIRCHBOX	Jan. 14, 2015	86503338	Pending
BIRCHBOX	Jan. 14, 2015	86503237	Pending
BIRCHBOX	Jan. 14, 2015	86503398	Pending
BIRCHBOX	Jan. 14, 2015	86503313	Pending
BIRCHBOX♦	Oct. 1, 2015	86774527	Pending
BIRCHBOX♦	Oct. 1, 2015	86774525	Pending
BIRCHBOX♦	Oct. 1, 2015	86774518	Pending
BIRCHBOX♦	Oct. 1, 2015	86774528	Pending
BIRCHBOX♦	Oct. 1, 2015	86774522	Pending
	June 4, 2013	85949924	Pending



June 4, 2013	85949949	Pending
June 4, 2013	85949937	Pending
June 4, 2013	85949952	Pending
June 4, 2013	85949930	Pending
June 4, 2013	85949946	Pending

B. China 

Pending Applications

Mark	Appl. No.	Cl.	Description of goods	Filing Date	Status
BIRCB OX		3	[Cosmetics - full China description forthcoming]	May __, 2015	Newly-filed application; awaiting initial details. CTMO should review within 1 year.
		3	[Cosmetics - full China description forthcoming]	May __, 2015	Newly-filed application; awaiting initial details. CTMO should review within 1 year.
		35	[Retail store services - full China description forthcoming]	May __, 2015	Newly-filed application; awaiting initial details. CTMO should review within 1 year.
		3	[Cosmetics - full China description forthcoming]	May __, 2015	Newly-filed application; awaiting initial details. CTMO should review within 1 year.
		35	[Retail store services - full China description forthcoming]	May __, 2015	Newly-filed application; awaiting initial details. CTMO should review within 1 year.

PARLOR		3	[Cosmetics – full China description forthcoming]	May __ 2015	Newly-filed application; awaiting initial details. CTMO should review within 1 year.
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[Note: In China, Birchbox also has a pending Cl. 35 application for BIRCHBOX under its International Registration; see sec. F above.]

SCHEDULE C

**To Plain English Intellectual Property Security Agreement
Between Birchbox, Inc., Very Beauty LLC and Parlor LLC, as You (Grantor)
And TriplePoint Venture Growth BDC Corp., as Us (Grantee)**

COPYRIGHT REGISTRATIONS

Registration Number	Title	Registration Date	V&A No.
TX0007466173	Birchbox Frequently Asked Questions.		

APPLICATIONS FOR COPYRIGHT REGISTRATIONS

Title	Date Filed	V&A No.
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EXHIBIT B
(FILINGS)



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEBRUARY 2, 2017

PTAS

GARY B. ROSENBAUM
MCDERMOTT WILL & EMERY LLP
2049 CENTURY PARK EAST, SUITE 3800
LOS ANGELES, CA 90067

504206851

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT RECORDATION BRANCH OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE ASSIGNMENT RECORDATION BRANCH AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT RECORDATION BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 02/01/2017

REEL/FRAME: 041142/0788
NUMBER OF PAGES: 17

BRIEF: SECURITY INTEREST (SEE DOCUMENT FOR DETAILS).

DOCKET NUMBER: 82853-046 GBR/CMV

ASSIGNOR:
BIRCHBOX, INC.

DOC DATE: 01/27/2017

ASSIGNOR:
PARLOR LLC

DOC DATE: 01/27/2017

ASSIGNOR:
VERY BEAUTY LLC

DOC DATE: 01/27/2017

ASSIGNEE:
TRIPLEPOINT VENTURE GROWTH BDC CORP.
2755 SAND HILL ROAD, SUITE 150
MENLO PARK, CALIFORNIA 94025

APPLICATION NUMBER: 14463892

FILING DATE: 08/20/2014

PATENT NUMBER:

ISSUE DATE:

TITLE: OPTIMIZING AN ASSORTMENT AND ALLOCATION OF GROUPS OF ITEMS



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEBRUARY 23, 2017

PTAS

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LOS ANGELES, CA 90067

900393339

UNITED STATES PATENT AND TRADEMARK OFFICE
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RECORDATION DATE: 02/01/2017

REEL/FRAME: 5980/0217
NUMBER OF PAGES: 18

BRIEF: SECURITY INTEREST

ASSIGNOR:
BIRCHBOX, INC.

DOC DATE: 01/27/2017
CITIZENSHIP: DELAWARE
ENTITY: CORPORATION

ASSIGNOR:
PARLOR LLC

DOC DATE: 01/27/2017
CITIZENSHIP: DELAWARE
ENTITY: LIMITED LIABILITY COMPANY

ASSIGNOR:
VERY BEAUTY LLC

DOC DATE: 01/27/2017
CITIZENSHIP: DELAWARE
ENTITY: LIMITED LIABILITY COMPANY

ASSIGNEE:
TRIPLEPOINT VENTURE GROWTH BDC CORP.
2755 SAND HILL ROAD, SUITE 150
MENLO PARK, CALIFORNIA 94025

CITIZENSHIP: MARYLAND
ENTITY: CORPORATION

SERIAL NUMBER: 77947655 FILING DATE: 03/01/2010
REGISTRATION NUMBER: 3949015 REGISTRATION DATE: 04/19/2011
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 85360108 FILING DATE: 06/29/2011
REGISTRATION NUMBER: 4704015 REGISTRATION DATE: 03/17/2015
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 85360109 FILING DATE: 06/29/2011
REGISTRATION NUMBER: 4684980 REGISTRATION DATE: 02/10/2015
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 85360121 FILING DATE: 06/30/2011
REGISTRATION NUMBER: 4704016 REGISTRATION DATE: 03/17/2015
MARK:
DRAWING TYPE: AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85361346 FILING DATE: 07/01/2011
REGISTRATION NUMBER: 4096341 REGISTRATION DATE: 02/07/2012
MARK:
DRAWING TYPE: AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85361348 FILING DATE: 07/01/2011
REGISTRATION NUMBER: 4096342 REGISTRATION DATE: 02/07/2012
MARK: BIRCHBOX
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85361349 FILING DATE: 07/01/2011
REGISTRATION NUMBER: 4572722 REGISTRATION DATE: 07/22/2014
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 85361351 FILING DATE: 07/01/2011
REGISTRATION NUMBER: 4597501 REGISTRATION DATE: 09/02/2014
MARK:
DRAWING TYPE: AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85361354 FILING DATE: 07/01/2011
REGISTRATION NUMBER: 4572723 REGISTRATION DATE: 07/22/2014
MARK: BIRCHBOX
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85363641 FILING DATE: 07/05/2011
REGISTRATION NUMBER: 4628983 REGISTRATION DATE: 10/28/2014
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 85363650 FILING DATE: 07/05/2011
REGISTRATION NUMBER: 4096348 REGISTRATION DATE: 02/07/2012
MARK:
DRAWING TYPE: AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85363653 FILING DATE: 07/06/2011
REGISTRATION NUMBER: 4096349 REGISTRATION DATE: 02/07/2012
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 85432726 FILING DATE: 09/27/2011
REGISTRATION NUMBER: 4407587 REGISTRATION DATE: 09/24/2013
MARK: DISCOVER BEAUTY BETTER
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 85949919 FILING DATE: 06/04/2013
REGISTRATION NUMBER: 4946559 REGISTRATION DATE: 04/26/2016
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85949924 FILING DATE: 06/04/2013
REGISTRATION NUMBER: REGISTRATION DATE:
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85949930 FILING DATE: 06/04/2013
REGISTRATION NUMBER: REGISTRATION DATE:
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85949932 FILING DATE: 06/04/2013
REGISTRATION NUMBER: 4951683 REGISTRATION DATE: 05/03/2016
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85949937 FILING DATE: 06/04/2013
REGISTRATION NUMBER: REGISTRATION DATE:
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85949946 FILING DATE: 06/04/2013
REGISTRATION NUMBER: REGISTRATION DATE:
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85949949 FILING DATE: 06/04/2013
REGISTRATION NUMBER: REGISTRATION DATE:
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85949952 FILING DATE: 06/04/2013
REGISTRATION NUMBER: REGISTRATION DATE:
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85967963 FILING DATE: 06/24/2013
REGISTRATION NUMBER: 4649938 REGISTRATION DATE: 12/02/2014
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85967978 FILING DATE: 06/24/2013
REGISTRATION NUMBER: 4672498 REGISTRATION DATE: 01/13/2015
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 86242099 FILING DATE: 04/03/2014
REGISTRATION NUMBER: 4664890 REGISTRATION DATE: 12/30/2014
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 86242119 FILING DATE: 04/03/2014
REGISTRATION NUMBER: 4946797 REGISTRATION DATE: 04/26/2016
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 86242156 FILING DATE: 04/04/2014
REGISTRATION NUMBER: 4661117 REGISTRATION DATE: 12/23/2014
MARK: B
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 86252314 FILING DATE: 04/15/2014
REGISTRATION NUMBER: 4701359 REGISTRATION DATE: 03/10/2015
MARK: OPEN FOR BEAUTIFUL
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 86252315 FILING DATE: 04/15/2014
REGISTRATION NUMBER: 4673112 REGISTRATION DATE: 01/13/2015
MARK: OPEN FOR BEAUTIFUL
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 86296733 FILING DATE: 05/30/2014
REGISTRATION NUMBER: 4937389 REGISTRATION DATE: 04/12/2016
MARK: OPEN FOR DAPPER
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 86296734 FILING DATE: 05/30/2014
REGISTRATION NUMBER: 4918796 REGISTRATION DATE: 03/15/2016
MARK: OPEN FOR HANDSOME
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 86503237 FILING DATE: 01/14/2015
REGISTRATION NUMBER: REGISTRATION DATE:
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 86503313 FILING DATE: 01/14/2015
REGISTRATION NUMBER: REGISTRATION DATE:
MARK: BIRCHBOX
DRAWING TYPE: STANDARD CHARACTER MARK

SERIAL NUMBER: 86503338 REGISTRATION NUMBER: MARK: BIRCHBOX DRAWING TYPE: STANDARD CHARACTER MARK	FILING DATE: 01/14/2015 REGISTRATION DATE:
SERIAL NUMBER: 86503398 REGISTRATION NUMBER: MARK: BIRCHBOX DRAWING TYPE: STANDARD CHARACTER MARK	FILING DATE: 01/14/2015 REGISTRATION DATE:
SERIAL NUMBER: 86506048 REGISTRATION NUMBER: 4979017 MARK: BIRCHBOX DRAWING TYPE: STANDARD CHARACTER MARK	FILING DATE: 01/16/2015 REGISTRATION DATE: 06/14/2016
SERIAL NUMBER: 86507619 REGISTRATION NUMBER: 4803402 MARK: B DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)	FILING DATE: 01/19/2015 REGISTRATION DATE: 09/01/2015
SERIAL NUMBER: 86527542 REGISTRATION NUMBER: 4804119 MARK: PARLOR DRAWING TYPE: STANDARD CHARACTER MARK	FILING DATE: 02/06/2015 REGISTRATION DATE: 09/01/2015
SERIAL NUMBER: 86682246 REGISTRATION NUMBER: 4898206 MARK: BIRCHBOX DRAWING TYPE: STANDARD CHARACTER MARK	FILING DATE: 07/02/2015 REGISTRATION DATE: 02/09/2016
SERIAL NUMBER: 86682249 REGISTRATION NUMBER: 4898207 MARK: B DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)	FILING DATE: 07/02/2015 REGISTRATION DATE: 02/09/2016
SERIAL NUMBER: 86682295 REGISTRATION NUMBER: 4898208 MARK: B DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)	FILING DATE: 07/02/2015 REGISTRATION DATE: 02/09/2016
SERIAL NUMBER: 86770387 REGISTRATION NUMBER: 4898793 MARK: BIRCHBOX DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)	FILING DATE: 09/28/2015 REGISTRATION DATE: 02/09/2016
SERIAL NUMBER: 86770742 REGISTRATION NUMBER: 4898794 MARK: BIRCHBOX DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)	FILING DATE: 09/28/2015 REGISTRATION DATE: 02/09/2016
SERIAL NUMBER: 86774518 REGISTRATION NUMBER: MARK: BIRCHBOX DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)	FILING DATE: 10/01/2015 REGISTRATION DATE:

