

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM448434

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
East West Bank		10/17/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Big Idea Holdings, LLC		
<b>Street Address:</b>	900 Work Street		
<b>City:</b>	Salinas		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93901		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4908739	KALE RULES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4159831200		
<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>			
<b>Phone:</b>	415-983-1274		
<b>Email:</b>	rburlingame@pillsburylaw.com		
<b>Correspondent Name:</b>	Robert B. Burlingame		
<b>Address Line 1:</b>	P.O. Box 2824		
<b>Address Line 2:</b>	Calendar/Docketing Department		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94126-2824		
<b>ATTORNEY DOCKET NUMBER:</b>	034730-0000024		
<b>NAME OF SUBMITTER:</b>	Robert B. Burlingame		
<b>SIGNATURE:</b>	/Robert B. Burlingame/		
<b>DATE SIGNED:</b>	10/24/2017		
<b>Total Attachments: 2</b>			
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source=KALE RULES IP Release - 2017 BIH Commercial Security Agreement#page2.tif			

CH \$40.00 4908739

FULL RELEASE OF SECURITY INTEREST IN  
INTELLECTUAL PROPERTY

Reference is hereby made to that certain Commercial Security Agreement dated March 8, 2017 (the "Agreement"), executed by Big Idea Holdings, LLC, a Delaware limited liability company (the "Grantor") and the borrowers signatory thereto in favor of East West Bank (the "Secured Party"). The Agreement was recorded with the United States Patent and Trademark Office, and pursuant to which the Grantor assigned and granted to the Secured Party a security interest in all of the Grantor's right, title and interest in, to and under the trademarks of the Grantor thereunder, including the registered trademark specifically listed on Annex 1 attached hereto (collectively, the "Pledged IP").

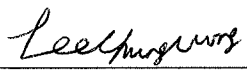
WHEREAS, the Secured Party wishes to terminate the Agreement and release to the Grantor all of the Secured Party's right, title and interest in and to the Pledged IP;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged: the Secured Party hereby terminates the Agreement and releases and reconveys to the Grantor, without representation, recourse or warranty, all of the Secured Party's right, title and interest in and to the Pledged IP (this "Release"); and the Secured Party hereby authorizes the United States Commissioner of Patents and Trademarks and any other applicable government officers to record this termination and release, including but not limited to recording the termination and release of the Secured Party's security interest in the Pledged IP.

This Release shall be construed under and governed by the laws of the State of California and may be executed in any number of counterparts and by different parties on separate counterparts. Delivery of an executed counterpart of this release by telefacsimile or other electronic method of transmission shall be equally effective as delivery of an original executed counterpart of this Release.

IN WITNESS WHEREOF, the Secured Party has executed this Release as of October 17, 2017.

**EAST WEST BANK**

By:   
Name: JOHN C. LIEF  
Title: FVP

**Annex 1**

<u>Grantor</u>	<u>Serial Number</u>	<u>Registration Number</u>	<u>Mark</u>
Organicgirl, LLC	<u>86709959</u>	<u>4908739</u>	KALE RULES

4851-1538-4145.v1