

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM471079

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NPB COMPANY, INC.		04/10/2018	Corporation: KANSAS
RECEIVING PARTY DATA			
Name:	ASSOCIATED BANK, NATIONAL ASSOCIATION		
Street Address:	433 Main St.		
Internal Address:	Attention: Michele Moran		
City:	Green Bay		
State/Country:	WISCONSIN		
Postal Code:	54301		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	73602712		
Serial Number:	78266101	NEWPORT BLUE	
Serial Number:	87316328	NEWPORT BLUE	
Serial Number:	75336605	OUT OF BOUNDS	
Serial Number:	87562001	RODEO REBEL	
CORRESPONDENCE DATA			
Fax Number:	3142592020		
<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:	3142592000		
Email:	susan.murphy@bclplaw.com		
Correspondent Name:	Bryan Cave Leighton Paisner LLP		
Address Line 1:	211 North Broadway, Suite 3600		
Address Line 4:	St Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	0562353		
NAME OF SUBMITTER:	Beth Haden		
SIGNATURE:	/Beth Haden/		
DATE SIGNED:	04/24/2018		

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Total Attachments: 5

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TRADEMARK SECURITY AGREEMENT

This Trademark Security Agreement (“**Trademark Security Agreement**”), dated as of April 10, 2018, is made by NPB COMPANY, INC., a Kansas corporation (“**Grantor**”) in favor of ASSOCIATED BANK, NATIONAL ASSOCIATION (the “**Secured Party**”).

Grantor and Fencepost Productions, Inc., a Kansas corporation, as Borrowers, and Secured Party have entered into a Loan and Security Agreement dated as of the date hereof (the “**Loan Agreement**”).

Under the terms of the Loan Agreement, Grantor has granted to Secured Party a security interest in, among other property, certain intellectual property of Grantor, and has agreed to execute and deliver this Trademark Security Agreement, for recording with national, federal and state government authorities, including, but not limited to, the United States Patent and Trademark Office.

Grantor and Secured Party therefore agree as follows:

1. **Grant of Security.** Grantor hereby pledges and grants to Secured Party a security interest in and to all of the right, title and interest of Grantor in, to and under the following, wherever located, and whether now existing or hereafter arising or acquired from time to time (the “**Trademark Collateral**”):

(a) the trademark registrations, trademark applications, and trademark licenses set forth in **Schedule 1** hereto, together with the goodwill connected with the use of and symbolized thereby and all extensions and renewals thereof (the “**Trademarks**”), excluding only United States intent-to-use trademark applications to the extent that and solely during the period in which the grant of a security interest therein would impair, under applicable federal law, the registrability of such applications or the validity or enforceability of registrations issuing from such applications;

(b) all rights of any kind whatsoever of Grantor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action, with respect to any of the foregoing, whether occurring before, on or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. **Recordation.** Grantor authorizes the Commissioner for Trademarks and any other government officials to record and register this Trademark Security Agreement upon Secured Party’s request.

3. **Loan Documents.** This Trademark Security Agreement has been entered into pursuant to and in conjunction with the Loan Agreement, which is hereby incorporated by reference. The provisions of the Loan Agreement shall supersede and control over any conflicting or inconsistent provision herein. The rights and remedies of Secured Party with respect to the Trademark Collateral are as provided by the Loan Agreement and related documents, and nothing in this Trademark Security Agreement shall be deemed to limit such rights and remedies.

4. **Execution in Counterparts.** This Trademark Security Agreement may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Trademark Security Agreement by facsimile or in electronic (i.e., "pdf" or "tif" format) shall be effective as delivery of a manually executed counterpart of this Trademark Security Agreement.

5. **Successors and Assigns.** This Trademark Security Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

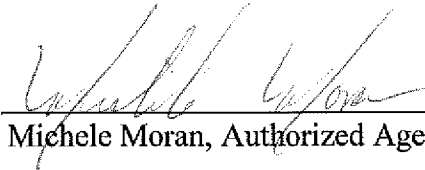
6. **Governing Law.** This Trademark Security Agreement and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Trademark Security Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the State of Missouri.

[signature page to follow]

Grantor and Secured Party have executed this Trademark Security Agreement as of the date set forth in the introductory paragraph.

SECURED PARTY

ASSOCIATED BANK, NATIONAL
ASSOCIATION

By: 
Michele Moran, Authorized Agent

GRANTOR

NPB COMPANY, INC.


By: _____
Name: Matthew Gray
Title: Chief Executive Officer

Grantor and Secured Party have executed this Trademark Security Agreement as of the date set forth in the introductory paragraph.

SECURED PARTY
ASSOCIATED BANK, NATIONAL
ASSOCIATION

GRANTOR
NPB COMPANY, INC.

By: _____
Name: Michele Moran
Title: Authorized Agent

By: 
Name: Matthew Gray
Title: Chief Executive Officer

SCHEDULE 1

TRADEMARK REGISTRATIONS, APPLICATIONS, AND LICENSES

<u>Trademark</u>	<u>Registration No./ Application No.</u>	<u>Registration Date/ Application Date</u>	<u>Status</u>	<u>Country</u>
DESIGN ONLY (Color Square) 	1424021/ 73/602712	January 6, 1987/ June 6, 1986	Registered	United States
NEWPORT BLUE	A0068709	July 25, 2017	Pending	International Registration
NEWPORT BLUE	2858043/ 78266101	June 29, 2004/ June 23, 2003	Registered	United States
NEWPORT BLUE (IC 25)	87/316328	January 27, 2017	Allowed	United States
OUT OF BOUNDS	2238242/ 75/336605	April 13, 1999/ August 6, 1997	Registered	United States
RODEO REBEL (Word Mark)	87/562001	August 9, 2017	Pending	United States