

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM476939

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BAETEA, LLC		03/19/2018	Limited Liability Company: MISSOURI
NEW WORLD NATURAL BRANDS, LLC		03/19/2018	Limited Liability Company: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CROSSFIRST BANK		
<b>Street Address:</b>	4435 Main Street, Ste 1100		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64111		
<b>Entity Type:</b>	Chartered Bank: KANSAS		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87828044	BAEBODY	
<b>Serial Number:</b>	87831453	BAETEA	
<b>Serial Number:</b>	87831454	BAEFIT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8169838080		
<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>	8169838000		
<b>Email:</b>	pto-kc@huschblackwell.com		
<b>Correspondent Name:</b>	Max Ellenbecker		
<b>Address Line 1:</b>	4801 Main Street Suite 1000		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64112		
<b>ATTORNEY DOCKET NUMBER:</b>	527662-5		
<b>NAME OF SUBMITTER:</b>	Max Ellenbecker		
<b>SIGNATURE:</b>	/max ellenbecker/		
<b>DATE SIGNED:</b>	06/06/2018		
<b>Total Attachments: 3</b>			

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**NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS**

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Pledge and Security Agreement dated as of March 19, 2018 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligors party thereto (the "Obligors") and CROSSFIRST BANK, as Agent (in such capacity, the "Agent") for the holders of the Secured Obligations referenced therein, the undersigned Obligors have granted a continuing security interest in, and a right to set off against, any and all right, title and interest of the Obligors in and to the trademarks and trademark applications set forth on Schedule 1 hereto to the Agent for the ratable benefit of the holders of the Secured Obligations.

The undersigned Obligors and the Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

**BAETEA, LLC**

By: 

Name: James M. Watt

Title: Chief Operating Officer

**NEW WORLD NATURAL BRANDS, LLC**

By: 

Name: James M. Watt

Title: Chief Operating Officer

Acknowledged and Accepted:

**CROSSFIRST BANK**

By: Ward Nixon  
Name: Ward Nixon  
Title: Managing Director

**Schedule 1**

**Trademarks and Trademark Applications**

<b>Mark:</b>	<b>Serial Number:</b>	<b>Filing Date:</b>	<b>Registration Date:</b>	<b>Registration Number</b>	<b>Country/State</b>
BAEBODY	87828044	3/09/2018			United States
BAETEA	87831453	3/13/2018			United States
BAEFIT	87831454	3/13/2018			United States