

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM479740

<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>
SENSORYEFFECTS, INC.		06/27/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JPMorgan Chase Bank, N.A., as Administrative Agent		
<b>Street Address:</b>	10 SOUTH DEARBORN		
<b>City:</b>	CHICAGO		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60603		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2550008	BETRFLAKES	
<b>Registration Number:</b>	2551857	CHOC-O-CREME	
<b>Registration Number:</b>	2539278	DIEHL	
<b>Registration Number:</b>	4283933	FRUIT JUICERS	
<b>Registration Number:</b>	1294765	GRAND PRIX	
<b>Registration Number:</b>	4198612	KALVA	
<b>Registration Number:</b>	0397838	KALVA	
<b>Registration Number:</b>	1727976	LEMONADE STAND	
<b>Registration Number:</b>	3259135	SENSORY EFFECTS	
<b>Registration Number:</b>	1135229	VITAMITE	
<b>Registration Number:</b>	1844069	VITA-RITE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2149813400		
<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>	214-981-3483		
<b>Email:</b>	dclark@sidley.com		
<b>Correspondent Name:</b>	Dusan Clark, Esq.		
<b>Address Line 1:</b>	Sidley Austin LLP		
<b>Address Line 2:</b>	2021 McKinney Ave., Suite 2000		

CH \$290.00 2550008

<b>Address Line 4:</b>	Dallas, TEXAS 75201
<b>ATTORNEY DOCKET NUMBER:</b>	36084-30057
<b>NAME OF SUBMITTER:</b>	Dusan Clark
<b>SIGNATURE:</b>	/Dusan Clark/
<b>DATE SIGNED:</b>	06/27/2018
<b>Total Attachments: 4</b> source=IP Notices - SensoryEffects, Inc. Trademarks (executed) 233354023_2#page1.tif source=IP Notices - SensoryEffects, Inc. Trademarks (executed) 233354023_2#page2.tif source=IP Notices - SensoryEffects, Inc. Trademarks (executed) 233354023_2#page3.tif source=IP Notices - SensoryEffects, Inc. Trademarks (executed) 233354023_2#page4.tif	

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 June 27, 2018 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligor party thereto (each an "Obligor" and collectively, the "Obligors") and JPMorgan Chase Bank, N.A., as Administrative Agent (in such capacity, the "Administrative Agent") for the holders of the Obligations referenced therein, the undersigned Obligor has granted a continuing security interest in, and a right to set off against, any and all right, title and interest of such Obligor in and to the trademarks and trademark applications set forth on Schedule 1 hereto to the Administrative Agent for the ratable benefit of the holders of the Obligations.

The undersigned Obligor and the Administrative Agent, on behalf of the holders of the 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.

This notice 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.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Very truly yours,

SENSORYEFFECTS, INC.,  
a Delaware Corporation

MAS

By: Mary Theresa Coelho  
Name: Mary Theresa Coelho  
Title: CFO

Acknowledged and Accepted:

JPMORGAN CHASE BANK, N.A., as Administrative Agent

By: \_\_\_\_\_  
Name:  
Title:

Very truly yours,

SENSORYEFFECTS, INC.,  
a Delaware Corporation

By: \_\_\_\_\_  
Name:  
Title:

Acknowledged and Accepted:

JPMORGAN CHASE BANK, N.A., as Administrative Agent

By:  \_\_\_\_\_  
Name: Devin Roccisano  
Title: Executive Director

*[Signature Page to IP Notice – Trademarks]*

**TRADEMARK**  
**REEL: 006365 FRAME: 0912**

Schedule 1

<b>Trademark</b>	<b>Status</b>	<b>Date Filed</b>	<b>App. No.</b>	<b>Reg Date</b>	<b>Reg No.</b>	<b>Owner</b>
Berflakes - US	Registered	6/8/2001	76268772	3/19/2002	2550008	SensoryEffects, Inc.
Choc-O-Creme - US	Registered	5/4/2000	76040227	3/26/2002	2551857	SensoryEffects, Inc.
Diehl - US	Registered	3/16/2000	76002611	2/19/2002	2539278	SensoryEffects, Inc.
Fruit Juicers - US	Registered	1/11/2012	85514265	1/29/2013	4283933	SensoryEffects, Inc.
Grand Prix - US	Registered	8/2/1983	73437529	9/11/1984	1294765	SensoryEffects, Inc.
Kalva - US	Registered	3/20/2012	85574190	8/28/2012	4198612	SensoryEffects, Inc.
Kalva (Stylized) - US	Abandoned	5/18/1942	71453083	9/22/1942	0397838	SensoryEffects, Inc.
Lemonade Stand - US	Registered	10/22/1991	74/215177	10/27/1992	1727976	SensoryEffects, Inc.
Sensory Effects & Design (Color) - US	Registered	5/4/2004	78/413047	7/3/2007	3259135	SensoryEffects, Inc.
Vitamite - US	Registered	11/3/1978	73191840	5/13/1980	1135229	SensoryEffects, Inc.
Vita-Rite - US	Registered	10/5/1993	74444780	7/12/1994	1844069	SensoryEffects, Inc.