

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM481045

| | | | |
|---|---------------------------------|-----------------------|------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| PERFECTLY POSH, LLC | | 05/22/2018 | Limited Liability Company: UTAH |
| RECEIVING PARTY DATA | | | |
| Name: | EAST WEST BANK, AS LENDER | | |
| Street Address: | 135 NORTH LOS ROBLES AVENUE | | |
| Internal Address: | SUITE 200 | | |
| City: | PASADENA | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 91101 | | |
| Entity Type: | Banking Corporation: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4348174 | PERFECTLY POSH | |
| Registration Number: | 4452650 | PERFECTLY POSH | |
| Serial Number: | 87689357 | PERFECTLY POSH | |
| Serial Number: | 87430389 | AMBITCHOUS | |
| Serial Number: | 87594577 | DEFIANT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7037125050 | | |
| <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: | 7037125352 | | |
| Email: | jmiller@mcguirewoods.com | | |
| Correspondent Name: | Joyce Miller | | |
| Address Line 1: | 1750 Tysons Blvd. | | |
| Address Line 4: | Tysons, VIRGINIA 22102 | | |
| NAME OF SUBMITTER: | Joyce Miller | | |
| SIGNATURE: | /Joyce Miller/ | | |
| DATE SIGNED: | 07/09/2018 | | |

OP \$140.00 4348174

Total Attachments: 4

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

United States Patent and
Trademark Office – Trademark Division

Ladies and Gentlemen:

Please be advised that pursuant to the Loan and Security Agreement dated as of May 22, 2018 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the “Agreement”) among the Borrower party thereto (the “Grantor”) and East West Bank, as Lender (the “Lender”), the undersigned Grantor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Lender for the ratable benefit of the Lender.

The undersigned Grantor and the Lender hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

Dated as of May 22, 2018.

[Remainder of page intentionally left blank; signature page follows]

Very truly yours,

PERFECTLY POSH, LLC

By: _____

Name: Sam Funk

Title: President

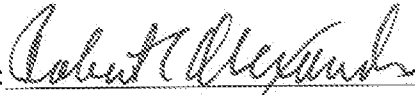
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARK
(Perfectly Posh, LLC)
Signature Page

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TRADEMARK
REEL: 006379 FRAME: 0680

Acknowledged and Accepted:

EAST WEST BANK, as Lender

By: 

Name: Robert C. Alexander

Title: Senior Vice President, Asset Based
Finance

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(Perfectly Posh, L.L.C.)
Signature Page

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TRADEMARK
REEL: 006379 FRAME: 0681

SCHEDULE 1

U.S. Trademarks

Owner: Perfectly Posh, LLC

| Trademark Owned | Registration Number | Registration Date | Expiration Date |
|------------------------------|----------------------------|--------------------------|---|
| See attached. Perfectly Posh | 4348174 | June 4, 2013 | Registered Dec of use due June 4, 2019 |
| Perfectly Posh logo | 4452650 | December 17, 2013 | Registered Dec of use due Dec. 17, 2019 |

| Trademark Application | Application/Serial Number | Application Date |
|--|---|---|
| App No. 87689357 (new logo) Ambitious (term) Defiant | App No. 87689357 App. No 87430389 App. No. 87594577 | Filed Nov. 17, 2017 Pending OA response due June 15, 2018 Filed April 28 2017 Petition to Revive Pending Pending OA response due June 15, 2018 |