

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM489501

<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>
HIGH ROAD CRAFT ICE CREAM, INC.		09/07/2018	Corporation: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PMC FINANCIAL SERVICES GROUP, LLC		
<b>Street Address:</b>	3816 East La Palma Avenue		
<b>City:</b>	Anaheim		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92807		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86571992	BLVD TASTY ICE CREAM	
<b>Registration Number:</b>	4061034	HIGH ROAD CRAFT ICE CREAM & SORBET	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2136305788		
<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>	213-891-5935		
<b>Email:</b>	hpanneck@buchalter.com		
<b>Correspondent Name:</b>	Helen Panneck		
<b>Address Line 1:</b>	1000 Wilshire Boulevard, Suite 1500		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90017		
<b>ATTORNEY DOCKET NUMBER:</b>	P6297-0044		
<b>NAME OF SUBMITTER:</b>	Helen Panneck		
<b>SIGNATURE:</b>	/Helen Panneck/		
<b>DATE SIGNED:</b>	09/11/2018		
<b>Total Attachments: 5</b>			
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source=Executed Memorandum and Notice of Security Interest in IP (High Road) #page3.tif			

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**MEMORANDUM AND NOTICE OF SECURITY INTEREST  
IN INTELLECTUAL PROPERTY**

**September 7 2018**

**HIGH ROAD CRAFT ICE CREAM, INC.**, a Georgia corporation, whose address is 1730 W. Oak Commons Ct., Marietta, GA 30062 (“Assignor”) hereby acknowledges that it has granted **PMC FINANCIAL SERVICES GROUP, LLC**, a Delaware limited liability company, whose address is 3816 East La Palma Avenue, Anaheim, California 92807 (“Assignee”), a security interest in and to all of the Assignor’s right, title and interest in and to: (a) the trademarks and trademark registrations and applications therefor which are identified on Exhibit A attached hereto and herein incorporated by this reference owned by Assignor (the “Trademarks”), together with the goodwill and assets of the business; (b) the patents and patent applications which are identified on Exhibit B attached hereto and herein incorporated by this reference owned by Assignor (the “Patents”); and (c) the copyright registrations which are identified on Exhibit C attached hereto and herein incorporated by this reference owned by Assignor (the “Copyrights”), and all actions for infringement concerning the foregoing.


The terms and conditions of the aforementioned security interest are contained in that certain Amended and Restated Loan and Security Agreement dated as of September 7, 2018 (the “Agreement”), among the Assignor, Ciao Bella Gelato Co., Inc., and Assignee as security for the Obligations as set forth in the Agreement and other agreements referred to therein. Nothing contained in this Memorandum and Notice of Security Interest in Intellectual Property shall be construed as a present or absolute assignment of any of the collateral nor as limiting any interest which Assignee may have in any other collateral described in the Agreement or otherwise.

*[Remainder of Page Intentionally Blank]*

*[Signature Page to Follow]*

IN WITNESS WHEREOF, the undersigned has duly executed this document as of the date first written above.

HIGH ROAD CRAFT ICE CREAM, INC.,  
a Georgia corporation

By:   
Name: Keith Schreiber  
Title: Chief Executive Officer

MEMORANDUM AND NOTICE OF SECURITY INTEREST  
IN INTELLECTUAL PROPERTY

TRADEMARK  
REEL: 006434 FRAME: 0846

EXHIBIT A

Trademarks



Owner	Trademark	Serial No. / Reg. No.	File Date / Reg. Date
High Road Craft Ice Cream, Inc. dba High Road Craft Ice Cream, Inc	 The logo for BLVD TASTY ICE CREAM features the word "BLVD" in large, bold, white, sans-serif capital letters on a black rectangular background. Below "BLVD", the words "TASTY ICE CREAM" are written in a smaller, white, sans-serif font. A registered trademark symbol (®) is located to the right of the word "CREAM".	86571992	03/21/2015
High Road Craft Ice Cream, Inc.	 The logo for HIGH ROAD CRAFT ICE CREAM & SORBET features the words "HIGH ROAD" in very large, bold, black, sans-serif capital letters. Below "HIGH ROAD", the words "CRAFT ICE CREAM & SORBET" are written in a smaller, black, sans-serif font.	4061034	11/22/2011

EXHIBIT B  
PATENTS

**Patents**

None

EXHIBIT C

Copyrights

None