

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM489498

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CIAO BELLA GELATO CO., INC.		09/07/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	PMC FINANCIAL SERVICES GROUP, LLC		
Street Address:	3816 East La Palma Avenue		
City:	Anaheim		
State/Country:	CALIFORNIA		
Postal Code:	92807		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3106689	CIAO BELLA	
Registration Number:	1956174	CIAO BELLA	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	213-891-5935		
Email:	hpanneck@buchalter.com		
Correspondent Name:	Helen Panneck		
Address Line 1:	1000 Wilshire Boulevard, Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
ATTORNEY DOCKET NUMBER:	P6297-0044		
NAME OF SUBMITTER:	Helen Panneck		
SIGNATURE:	/Helen Panneck/		
DATE SIGNED:	09/11/2018		
Total Attachments: 5			
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**MEMORANDUM AND NOTICE OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY**

September 7, 2018

CIAO BELLA GELATO CO., INC., a Delaware corporation, whose address is 1730 W. Oak Commons Court, Marietta, Georgia 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.

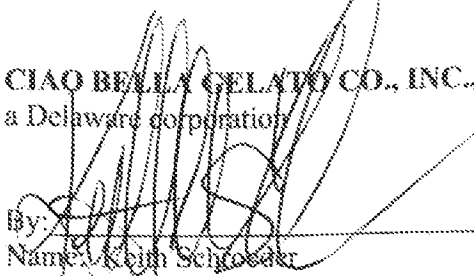
The terms and conditions of the aforementioned security interest are contained in that certain Amended and Restated Loan and Security Agreement dated as of September 7, 2018 (the “Agreement”), among the Assignor, High Road Craft Ice Cream, Inc., and Assignee as security for the Obligations as set forth 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.

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[Signature Page to Follow]

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

CIAO BELLA GELATO CO., INC.,
a Delaware corporation

By: 
Name: Kevin Schloesser
Title: Chief Executive Officer

MEMORANDUM AND NOTICE OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY

TRADEMARK
REEL: 006460 FRAME: 0808

EXHIBIT A

Trademarks

Owner	Trademark	Serial No. / Reg. No.	File Date / Reg. Date
Ciao Bella Gelato Co., Inc.	CIAO BELLA	3,106,689	06/20/2006
Ciao Bella Gelato Co., Inc.	TYPED DRAWING	1,956,174	02/13/10996

EXHIBIT B
PATENTS

Patents

None

EXHIBIT C

Copyrights

None