

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM490315

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Notice of Pledge of Copyrights, Patents, Trademarks and Applications for Same

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Tiff's Treats Holdings, Inc.		09/13/2018	Corporation: TEXAS

RECEIVING PARTY DATA

Name:	Pioneer Bank, SSB
Street Address:	623 W. 38th Street
Internal Address:	Suite 100
City:	Austin
State/Country:	TEXAS
Postal Code:	78705
Entity Type:	Texas savings bank: TEXAS

PROPERTY NUMBERS Total: 26

Property Type	Number	Word Mark
Registration Number:	4052769	TIFFWICH
Registration Number:	4452227	TIFFBLITZ
Registration Number:	4443558	TIFF'S TREATS TIFFBLITZ ICE CREAM TREAT
Registration Number:	4566655	TIFF'S TREATS COOKIE DELIVERY COOKIEDELI
Registration Number:	4788813	
Registration Number:	3083436	TIFF'S TREATS
Registration Number:	3847417	TIFF'S TREATS
Registration Number:	4014442	TIFF'S TREATS COOKIE DELIVERY
Registration Number:	4830780	COOKIE CASH
Registration Number:	4830779	COOKIE CASH CERTIFICATE
Registration Number:	5168032	TIFF'S MIX
Registration Number:	5351251	#WARMCOOKIEMOMENT
Registration Number:	5288860	COOKIEDELIVERY.COM
Registration Number:	5343051	
Registration Number:	5373002	TIFF'S TREATS COOKIE DELIVERY
Registration Number:	5382771	BAKED TO ORDER. DELIVERED WARM.
Serial Number:	87540230	TIFF'S TREATS COOKIE DELIVERY
Serial Number:	87502395	THE ORIGINAL WARM COOKIE DELIVERY

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	87540177	TIFF'S TREATS COOKIE DELIVERY
Serial Number:	87817230	TIFF'S TREATS NAUGHTY BROWNIES
Serial Number:	87835733	COOKIE VISION
Serial Number:	87952822	COOKIEVISION
Serial Number:	88002637	
Serial Number:	88002655	
Serial Number:	88002667	COOKIEVISION
Serial Number:	88056773	TIFF'S TREATS BILLION DOLLAR BARS

CORRESPONDENCE DATA

Fax Number: 5124578008

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.

Phone: 5124578000

Email: cheusmann@dbcllp.com

Correspondent Name: Coti Heusmann

Address Line 1: 303 Colorado

Address Line 2: Suite 2300

Address Line 4: Austin, TEXAS 78701

NAME OF SUBMITTER:	Coti Heusmann
SIGNATURE:	/Coti Heusmann/
DATE SIGNED:	09/17/2018

Total Attachments: 28

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**Notice of Pledge of Copyrights, Patents, Trademarks and
Applications for Same**

This Notice of Pledge of Copyrights, Patents, Trademarks and Applications for Same (this "**Notice**") is dated effective as of September 13, 2018 (the "**Effective Date**"), and is executed by Tiff's Treats Holdings, Inc., a Texas corporation (the "**Borrower**"), and Pioneer Bank, SSB, a Texas savings bank (the "**Lender**").

In order to secure certain obligations of the Borrower to the Lender, the Borrower has this day granted a security interest to the Lender in the copyrights, copyright applications, patents, patent applications, trademarks, trademark applications, and all goodwill of any business connected with the use of the trademarks, owned by the Borrower on the Effective Date which are more fully described on *Exhibit A* attached hereto and incorporated herein by this reference for all purposes, as well as all copyrights, copyright applications, patents, patent applications, trademarks, trademark applications, and all goodwill of any business connected with the use of the trademarks, acquired after the Effective Date. This Notice is recorded in the public interest in order to give third parties notification of equitable interests or other matters relevant to the ownership of a copyright, copyright application, patent, patent application, trademark or trademark application.

Inquiries regarding this Notice or the underlying security interest may be addressed to the Lender at:

Pioneer Bank, SSB
623 W. 38th Street, Suite 100
Austin, Texas 78705
Attn: Donna Day

Inquiries regarding this Notice or the underlying security interest may be addressed to the Borrower at:


Tiff's Treats Holdings, Inc.
8310-1 N. Capital of Texas Highway, Suite 110
Austin, Texas 78731
Attn: Chief Executive Officer

Nothing in this Notice shall alter the agreements of the Borrower and Lender set forth in separate loan documents.

EXECUTED to be EFFECTIVE AS OF, but not necessarily on, the Effective Date.

BORROWER:

TIFF'S TREATS HOLDINGS, INC.

By: 
Name: Leon Chen
Title: CEO

LENDER:

PIONEER BANK, SSB


By: 
Name: Donna Day
Title: Senior Vice President

Exhibit A
The Pledged Property

Trademarks

<u>Owner</u>	<u>Docket No.</u>	<u>Status</u>	<u>Mark</u>	<u>Appl. Date</u>	<u>Appl. No. (Serial No.)</u>	<u>Reg. Date</u>	<u>Reg. No.</u>	<u>Goods and Services</u>
Tiff's Treats Holdings, Inc.	TIFF.T0012US. API	Registered	TIFFWICH	4/8/11	85/289,956	11/8/11	4,052,769	30-ice cream sandwiches
Tiff's Treats Holdings, Inc.	TIFF.T0015US. API	Registered	TIFFBLITZ	8/13/12	85/701,646	12/17/13	4,452,227	30-ice cream desserts
Tiff's Treats Holdings, Inc.	TIFF.T0018US. API	Registered	TIFF'S TREATS TIFFBLITZ ICE CREAM TREAT & Design (b/w ribbon)	4/18/13	85/908,553	12/3/13	4,443,558	30-ice cream desserts
Tiff's Treats Holdings, Inc.	TIFF.T0019US. API	Registered	TIFF'S TREATS COOKIE DELIVERY COOKIEDELIVE RY.COM & Design	6/11/13	85/956,702	7/15/14	4,566,655	30-Bakery goods; bakery desserts
Tiff's Treats Holdings, Inc.	TIFF.T0024US. API	Registered	Design Ribbon Dress) (Blue Trade	8/18/14	86/369,775	8/11/15	4,788,813	43 - Restaurant services, namely, providing of food and beverages for

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								consumption on and off the premises; catering.
								30-Bakery goods; bakery desserts; frozen confections; ice cream desserts; Ice cream sandwiches.
								35-Retail bakery shops online retail bakery shops.
								39 - Restaurant delivery services; delivery of food, namely, bakery goods, bakery desserts, frozen confections, frozen bakery goods, coffee, and tea.
Tiff's Treats Holdings,	TIFF:003	Registered	TIFF'S TREATS	6/19/03	78/264,797	4/18/06	3,083,436	30-Bakery goods; bakery desserts; candy; frozen

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Inc.								confections; frozen bakery goods; fresh, frozen and refrigerated dough; coffee; and tea. 43 - Restaurant and carry-out services; catering. 39 - Restaurant delivery services.
Tiff's Treats Holdings, Inc.	TIFF:003-1	Registered	TIFF'S TREATS	12/23/09	77/900,446	9/14/10	3,847,417	35-Consultation in the field of corporate and business gift giving, namely, gift boxes of bakery goods; retail bakery services in the field of cookies and bakery goods, balloons, specialty and gift boxes, and gift certificates; online ordering services in the

TRADEMARK
REEL: 006466 FRAME: 0484

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								field of cookies and bakery goods, balloons, specialty and gift boxes, and gift certificates. 45-Preparation of customized gift boxes with bakery goods.
Tiff's Treats Holdings, Inc.	TIFF-005	Registered	TIFF'S TREATS	9/14/06	78/974,774	8/23/11	4,014,442	43-Restaurant and carry out services; catering. 39 - Delivery of food, namely, bakery goods, bakery desserts, candy, frozen confections, frozen bakery goods, fresh, frozen and refrigerated dough, coffee, and tea. 30-Bakery goods; bakery desserts; candy; frozen

TRADEMARK
REEL: 006466 FRAME: 0485

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								confections; frozen bakery goods; fresh, frozen and refrigerated dough; coffee, and tea.
Tiff's Treats Holdings, Inc.	TIFF.T0028US	Registered	COOKIE CASH	2/23/15	86/542,942	10/13/15	4,830,780	35 Administration of a customer loyalty program which provides discounts on bakery goods; issuance and processing of loyalty coupons for on-line purchases of bakery goods and beverages, featuring a discount incentive program for customers;
Tiff's Treats Holdings, Inc.	TIFF.T0031US. AP1	Registered	COOKIE CASH CERTIFICATE	2/23/15	86/542,936	10/13/15	4,830,779	35 Administration of a customer loyalty program which provides discounts on bakery goods;

TRADEMARK

REEL: 006466 FRAME: 0486

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								Providing incentive award programs for customers through issuance and processing of loyalty coupons for on-line purchases of company's goods and beverages, featuring a discount incentive program for customers; Arranging and conducting incentive award programs to promote the purchase of bakery goods and beverages; Retail bakery shops; online retail bakery shops.
Tiff's Treats Holdings,	TIFF.T0036US. API	Registered	TIFF'S MIX	2/24/2016	86/918,552	3/21/2017	5,168,032	30 - Bakery goods, bakery desserts.

TRADEMARK

REEL: 006466 FRAME: 0487

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Inc.								
Tiff's Treats Holdings, Inc.	TIFF.T0037US. API	Registered	#WARMCOOKI EMOMENT	3/17/2016	86/943,638	12/5/2017	5,351,251	30 - Bakery goods, bakery desserts. 39 - Restaurant delivery services.
Tiff's Treats Holdings, Inc.	TIFF.T0042US. API	Registered	COOKIEDELIVER RY.COM	7/18/2016	87/106,987	9/19/2017	5,288,860	30 - Bakery goods, bakery desserts.
Tiff's Treats Holdings, Inc.	TIFF.T0044US. API	Registered	Design (Restaurant Interior Dress) Trade Design	6/21/2017	87/499,682	11/21/2017	5,343,051	35 - Retail bakery shops. 43 - Restaurant services; food preparation services; take-out restaurant services; restaurants featuring delivery to homes and offices.
Tiff's Treats Holdings, Inc.	TIFF.T0046US. API	Registered	TIFF'S TREATS COOKIE DELIVERY & Design	12/19/2016	87/272,690	1/9/2018	5,373,002	30 - Bakery goods; bakery desserts; candy; frozen confections; frozen bakery

TRADE MARK

REEL: 006466 FRAME: 0488

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Tiff's Treats Holdings, Inc.	TIFF.T0050US. API	Registered	BAKED TO ORDER. DELIVERED WARM.	7/27/2017	87/545,036	1/16/2018	5,382,771	goods; fresh, frozen and refrigerated dough; coffee; and tea. 39 - Delivery of food, namely, bakery goods, bakery desserts, candy, frozen confections, frozen bakery goods, fresh, frozen and refrigerated dough, coffee, and tea. 43 - Restaurant and carry out services; catering.
Tiff's Treats Holdings, Inc.	TIFF.T0051US. API	Allowed	TIFF'S TREATS COOKIE DELIVERY & Design (Ribbon Design black &	7/24/2017	87/540,230			30 - Bakery goods; bakery desserts. 39 - Delivery of food, namely, bakery goods, bakery desserts. 30 - Bakery goods; bakery desserts; frozen confections; frozen bakery

TRADEMARK
REEL: 006466 FRAME: 0489

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			white)					<p>goods.</p> <p>35 Consultation in the field of corporate and business gift giving, namely, gift boxes of bakery goods; retail bakery services in the field of cookies and bakery goods, balloons, specialty and gift boxes, and gift certificates; online ordering services in the field of cookies and bakery goods, balloons, specialty and gift boxes, and gift certificates; Administration of a customer loyalty program which provides discounts on bakery goods; Providing incentive award</p>

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								programs for customers through issuance and processing of loyalty coupons for on-line purchase of a company's goods; Retail store services in the field of bakery goods and beverages, featuring a discount incentive program for customers; Arranging and conducting incentive award programs to promote the purchase of bakery goods and beverages; Retail bakery shops; online retail bakery shops. 39 - Delivery of food, namely, bakery goods, bakery desserts,

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Tiff's Treats Holdings, Inc.	TIFF.T0052US. API	Examination in progress	THE ORIGINAL WARM COOKIE DELIVERY	6/23/2017	87/502,395			frozen confections, frozen bakery goods, and beverages. 43 - Restaurant services; food preparation services; take-out restaurant services; restaurants featuring delivery to homes, offices, and businesses; catering services.
Tiff's Treats Holdings, Inc.	TIFF.T0054US. API	Allowed	TIFF'S TREATS COOKIE DELIVERY & Design (Ribbon	7/24/2017	87/540,177			30 - Bakery goods; bakery desserts. 39 - Delivery of food, namely, bakery goods, bakery desserts. 43 - Restaurant and carry out services; catering.

TRADEMARK

REEL: 006466 FRAME: 0492

<u>Owner</u>	<u>Docket No.</u>	<u>Status</u>	<u>Mark</u>	<u>Appl. Date</u>	<u>Appl. No.</u> (Serial No.)	<u>Reg. Date</u>	<u>Reg. No.</u>	<u>Goods and Services</u>
Inc.			Design in color)					<p>frozen bakery goods.</p> <p>35</p> <p>Consultation in the field of corporate and business gift giving, namely, gift boxes of bakery goods; retail bakery services in the field of cookies and bakery goods, balloons, specialty and gift boxes, and gift certificates; online ordering services in the field of cookies and bakery goods, balloons, specialty and gift boxes, and gift certificates; Administration of a customer loyalty program which provides discounts on bakery goods; Providing</p>

TRADEMARK
REEL: 006466 FRAME: 0493

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								incentive award programs for customers through issuance and processing of loyalty coupons for on-line purchase of a company's goods; Retail store services in the field of bakery goods and beverages, featuring a discount incentive program for customers; Arranging and conducting incentive award programs to promote the purchase of bakery goods and beverages; Retail bakery shops; online retail bakery shops. 39 - Delivery of food, namely, bakery goods,

TRADEMARK
REEL: 006466 FRAME: 0494

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								bakery desserts, frozen confections, frozen bakery goods, and beverages. 43 - Restaurant services; food preparation services; take-out restaurant services; restaurants featuring delivery to homes, offices, and businesses; catering services.
Tiff's Treats Holdings, Inc.	TIFF.T0059US. AP1	Application Filed	TIFF'S TREATS NAUGHTY BROWNIES	3/1/2018	87/817,230			30 - Brownies baked-to-order and delivered warm to customers.
Tiff's Treats Holdings, Inc.	TIFF.T0060US. AP1	Application Filed	COOKIE VISION	3/15/2018	87/835,733			09 - Augmented reality software and mobile app featuring cookie character; application for downloading cookie emojis;

TRADEMARK

REEL: 006466 FRAME: 0495

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								downloadable image files of cookie emojis; downloadable software application for sending custom messages using emojis; Computer application software for mobile devices, namely, software for creating and sending personalized emojis using a cookie character. 42 - Providing temporary use of online non-downloadable software featuring augmented reality cookie characters; providing temporary use of online non-downloadable software

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								application for creating and sending cookie emojis; providing a website featuring non-downloadable software for use in creating and sending personalized messages using emojis and augmented reality images; providing temporary use of online non-downloadable computer software for use in creating and sending personalized emojis using animated cookie characters.
Tiff's Treats Holdings, Inc.	TIFF.T0066US. API	Application Filed	COOKIEVISION & Design	6/7/2018	87/952,822			09 - Augmented reality software and mobile app featuring cookie

TRADEMARK

REEL: 006466 FRAME: 0497

<u>Owner</u>	<u>Docket No.</u>	<u>Status</u>	<u>Mark</u>	<u>Appl. Date</u>	<u>Appl. No.</u> (<u>Serial No.</u>)	<u>Reg. Date</u>	<u>Reg. No.</u>	<u>Goods and Services</u>
								character; application for downloading cookie emojis; downloadable image files of cookie emojis; downloadable software application for sending custom messages using emojis; Computer application software for mobile devices, namely, software for creating and sending personalized emojis using a cookie character. 42 - Providing temporary use of online non- downloadable software featuring augmented reality cookie characters; Providing

TRADEMARK
 REEL: 006466 FRAME: 0498

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								temporary use of online non-downloadable software application for creating and sending cookie emojis; providing a website featuring non-downloadable software for use in creating and sending personalized messages using emojis and augmented reality images; providing temporary use of online non-downloadable computer software for use in creating and sending personalized emojis using animated cookie characters.

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Tiff's Treats Holdings, Inc.	TIFF.T0070US. AP1	Application Filed	Design (B&W Phone TV icon)	6/15/2018	88/002,637			09 - Augmented reality software and mobile app featuring cookie character; application for downloading cookie emojis; downloadable image files of cookie emojis; downloadable software application for sending custom messages using emojis; Computer application for mobile devices, namely, software for creating and sending personalized emojis using a cookie character. 42 - Providing temporary use of online non-downloadable software

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								featuring augmented reality cookie characters; Providing temporary use of online non-downloadable software application for creating and sending cookie emojis; providing a website featuring non-downloadable software for use in creating and sending personalized messages using emojis and augmented reality images; providing temporary use of online non-downloadable computer software for use in creating and sending personalized emojis using

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Tiff's Treats Holdings, Inc.	TIFF.T0071US. AP1	Application Filed	Design (Blue Phone TV icon)	6/15/2018	88/002,655			animated cookie characters. 09 - Augmented reality software and mobile app featuring cookie character; application for downloading cookie emojis; downloadable image files of cookie emojis; downloadable software application for sending custom messages using emojis; Computer application software for mobile devices, namely, software for creating and sending personalized emojis using a cookie character. 42 - Providing

TRADEMARK
REEL: 006466 FRAME: 0502

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								temporary use of online non-downloadable software featuring augmented reality cookie characters; Providing temporary use of online non-downloadable software application for creating and sending cookie emojis; providing a website featuring non-downloadable software for use in creating and sending personalized messages using emojis and augmented reality images; providing temporary use of online non-downloadable computer software for use

TRADEMARK
REEL: 006466 FRAME: 0503

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Tiff's Treats Holdings, Inc.		Application Filed	COOKIEVISION & Design	6/15/2018	88/002,667			09 - Augmented reality software and mobile app featuring cookie character; application for downloading cookie emojis; downloadable image files of cookie emojis; downloadable software application for sending custom messages using emojis; Computer application for software for mobile devices, namely, software for creating and sending personalized

TRADEMARK
REEL: 006466 FRAME: 0504

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								emojis using a cookie character. 42 - Providing temporary use of online non-downloadable software featuring augmented reality cookie characters; Providing temporary use of online non-downloadable software application for creating and sending cookie emojis; providing a website featuring non-downloadable software for use in creating and sending personalized messages using emojis and augmented reality images; providing temporary use

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Tiff's Treats Holdings, Inc.	TIFF.T0074US. AP1	Application Filed	TIFF'S TREATS BILLION DOLLAR BAR	7/29/2018	88/056,773			of online non-downloadable computer software for use in creating and sending personalized emojis using animated cookie characters.
								46 - Cookie bars baked-to-order and delivered warm to customer

TRADEMARK
REEL: 006466 FRAME: 0506

Patents

<u>Owner</u>	<u>Docket No.</u>	<u>Application No.</u>	<u>Status</u>	<u>Title</u>	<u>Date Filed</u>
Tiff's Treats Holdings, Inc.	TIFF.D0014US	29/439579	Application Filed	BOX BLANKS	12/12/12

Designs

<u>Owner</u>	<u>Docket No.</u>	<u>Application No.</u>	<u>Status</u>	<u>Title</u>	<u>Date Filed</u>
Tiff's Treats Holdings, Inc.	TIFF.D0014US	29/439579	Issued	BOX BLANK	12/12/2012
Tiff's Treats Holdings, Inc.	TIFF.D0015US	29/520444	Issued	STAND	3/13/2015
Tiff's Treats Holdings, Inc.	TIFF.D0015US.C1	29/606513	Application Filed	STAND	6/5/2017
Tiff's Treats Holdings, Inc.	TIFF.D0016US	29/606643	Application Filed	STAND	6/6/2017
Tiff's Treats Holdings, Inc.	TIFF.D0017US	29/606644	Application Filed	STAND	6/6/2017
Tiff's Treats Holdings, Inc.	TIFF.D0018US	29/606645	Application Filed	STAND	6/6/2017
Tiff's Treats Holdings, Inc.	TIFF.D0019US	29/606647	Application Filed	STAND	6/6/2017

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<u>Owner</u>	<u>Title</u>	<u>Description</u>	<u>Status</u>	<u>Registration No.</u>	<u>Registration Date</u>
Tiff's Treats Holdings, Inc.	cookiedelivery.com website	DVD + Print material	Registered	TX0007627717	11/2/12
Tiff's Treats Holdings, Inc.	cookiedelivery.com website	Printed material + CD	Registered	TX0007931495	8/12/13