

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM498493

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|---|---------------------------------------|-----------------------|--------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Natural Beauty Growers, LLC | FORMERLY Floral Plant Growers, L.L.C. | 11/13/2018 | Limited Liability Company: WISCONSIN |
| RECEIVING PARTY DATA | | | |
| Name: | Johnson Bank | | |
| Street Address: | 318 S. Washington Street | | |
| City: | Green Bay | | |
| State/Country: | WISCONSIN | | |
| Postal Code: | 54301 | | |
| Entity Type: | Banking Corporation: WISCONSIN | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1349846 | NATURAL BEAUTY | |
| Registration Number: | 2209457 | LIVING PLEASURES | |
| Registration Number: | 3833023 | HERB'N CHILLERS | |
| Registration Number: | 3833024 | HERB'N GRILLERS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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> | | | |
| Email: | ekaprelian@dkattorneys.com | | |
| Correspondent Name: | Erin E. Kaprelian | | |
| Address Line 1: | 111 E. Kilbourn Avenue | | |
| Address Line 2: | Suite 1400 | | |
| Address Line 4: | Milwaukee, WISCONSIN 53202 | | |
| ATTORNEY DOCKET NUMBER: | 20340.98481 | | |
| NAME OF SUBMITTER: | Erin E. Kaprelian | | |
| SIGNATURE: | /Erin E. Kaprelian/ | | |
| DATE SIGNED: | 11/16/2018 | | |
| Total Attachments: 3 | | | |
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NOTICE OF SECURITY INTEREST IN TRADEMARKS

This Notice of Security Interest in Trademarks is made as of November 13, 2018, between NATURAL BEAUTY GROWERS, LLC, a Wisconsin limited liability company, f/k/a Floral Plant Growers, L.L.C., a Wisconsin limited liability company, survivor by conversion of Floral Plant Growers, L.L.C., a Delaware limited liability company ("Borrower") and JOHNSON BANK (the "Bank").

The Borrower and the Bank acknowledge:

A. The Bank and the Borrower have on even date herewith entered into a Revolving Credit and Term Loan Agreement (the "Loan Agreement"), pursuant to which the Bank has agreed to extend certain credit facilities to the Borrower.

B. As security for the obligations of the Borrower under the Loan Agreement, the Borrower has on even date herewith executed and delivered to the Bank a General Business Security Agreement, by which the Borrower has granted to the Bank a security interest in substantially all of the Borrower's assets, including its general intangibles, which include certain trademarks of the Borrower as listed on the attached Exhibit "A" (the "Trademarks").

C. The Borrower owns the Trademarks and all proceeds and benefits thereof.

D. The Borrower hereby grants to the Bank a security interest in and to all of the Trademarks and applications therefor, now owned or from time to time after the date owned or acquired by the Borrower, and in and to all proceeds and benefits thereof.

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

IN WITNESS WHEREOF, the parties have executed this Notice of Security Interest in Trademarks as of the date first written on the first page hereof.

NATURAL BEAUTY GROWERS, LLC

By: 
Scott L. Lueder, President

Address: P.O. Box 790
N781 Curran Road
Denmark, WI 54208

JOHNSON BANK

By: 
Ted Winkel, Vice President

Address: 318 S. Washington Street
Green Bay, WI 54301

**EXHIBIT A
U.S. TRADEMARKS**

| Company/Owner | Trademark | Trademark Number | Filing Date | Registration Number |
|-----------------------------|------------------|---------------------|-------------|------------------------|
| Natural Beauty Growers, LLC | Natural Beauty | 1,349,846 | 09/29/1982 | 07/16/1985 |
| Natural Beauty Growers, LLC | Living Pleasures | 2,209,457 | 06/27/1996 | 12/08/1998 |
| Natural Beauty Growers, LLC | Herb'N Chillers | 3,833,023 | 10/09/2009 | 08/10/2010 |
| Natural Beauty Growers, LLC | Herb'N Grillers | 3,833,024 | 10/09/2009 | 08/10/2010 |