

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM524562

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|------------------------------|--------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | First Lien Security Agreement Suppl. |
| SEQUENCE: | 1 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|----------------------------------|----------|----------------|--|
| Courtesy Products, L.L.C. | | 05/21/2019 | Limited Liability Company: MISSOURI |
| Advanced Technologies Group, LLC | | 05/21/2019 | Limited Liability Company: MISSOURI |
| Keefe Group, LLC | | 05/21/2019 | Limited Liability Company: MISSOURI |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Jefferies Finance LLC |
| Street Address: | 520 Madison Avenue |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10022 |
| Entity Type: | Limited Liability Company: DELAWARE |

PROPERTY NUMBERS Total: 23

| Property Type | Number | Word Mark |
|-----------------------------|----------|---------------------------|
| Serial Number: | 88050282 | COURTESY PRODUCTS |
| Registration Number: | 5601462 | CV |
| Serial Number: | 87741482 | CV |
| Registration Number: | 5378963 | TRULINCS |
| Registration Number: | 5375174 | CORRLINKS |
| Registration Number: | 5468419 | SEVILLA |
| Registration Number: | 5469631 | KEEFE COFFEE |
| Registration Number: | 5469632 | MARKET SQUARE BAKERY |
| Registration Number: | 5469635 | MOON LODGE |
| Registration Number: | 5469636 | NEXT 1 |
| Registration Number: | 5469648 | THE WHOLE SHABANG |
| Registration Number: | 5469650 | SWEET FUSIONS DRINK MIXES |
| Registration Number: | 5485511 | CACTUS ANNIE'S |
| Registration Number: | 5535785 | KEEFE KITCHENS |

OP \$590.00 88050282

| Property Type | Number | Word Mark |
|----------------------|----------|-----------------------|
| Registration Number: | 5559402 | CACTUS ANNIE'S |
| Registration Number: | 5530168 | SQUEEZ-UMS |
| Registration Number: | 5620229 | AMP'D |
| Registration Number: | 5642141 | CLEAR CHOICE |
| Serial Number: | 87905625 | POWER UP |
| Serial Number: | 87906892 | PRO TECTION |
| Serial Number: | 87906934 | SEVILLA |
| Serial Number: | 87905574 | PARAMOUNT DAIRY FARMS |
| Serial Number: | 87906677 | BRUSHYCREEK |

CORRESPONDENCE DATA

Fax Number:

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: 614-280-3566

Email: james.murray@wolterskluwer.com, ECarrera@cahill.com

Correspondent Name: James Murray

Address Line 1: 4400 Easton Commons Way, Suite 125

Address Line 2: CT Corporation

Address Line 4: Columbus, OHIO 43219

| | |
|---------------------------|------------------|
| NAME OF SUBMITTER: | Elaine Carrera |
| SIGNATURE: | /Elaine Carrera/ |
| DATE SIGNED: | 05/22/2019 |

Total Attachments: 6

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FIRST LIEN GRANT OF SECURITY INTEREST
IN TRADEMARKS

This Grant of Security Interest in Trademarks, dated as of May 21, 2019 (as amended, restated, amended and restated, supplemented and/or otherwise modified from time to time, this "Agreement"), is made by the entities identified as grantors on the signature pages hereto (collectively, the "Grantors") in favor of Jefferies Finance LLC, as collateral agent, (the "Collateral Agent").

THIS GRANT is made to secure the payment or performance, as the case may be, in full of the Secured Obligations, as such term is defined in the First Lien Security Agreement among the Grantors, the other assignors from time to time party thereto and the Collateral Agent, dated as of February 1, 2017 (as amended, restated, amended and restated, supplemented and/or otherwise modified from time to time, the "Security Agreement").

NOW THEREFORE, IN CONSIDERATION OF THE FOREGOING AND FOR OTHER GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, the Grantors hereby agree with the Collateral Agent as follows:

SECTION 1. Defined Terms

Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral

SECTION 2.1 Each Grantor hereby grants to the Collateral Agent, its successors and assigns, for the benefit of the Secured Parties, a security interest (the "Security Interest") in, all right, title or interest in, to or under any and all of the following assets and properties now owned or at any time hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the "Trademark Collateral"); provided that the Trademark Collateral shall not include any Excluded Assets:

(a) all trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, the goodwill of the business symbolized thereby or associated therewith, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office or any similar offices in any State of the United States or any other country or any political subdivision thereof, and all extensions or renewals thereof, including those listed on Schedule A attached hereto, (b) all rights and privileges arising under applicable Law with respect to such Grantor's use of any trademarks, (c) all extensions and renewals thereof and amendments thereto, (d) all income, fees, royalties, damages and payments now and hereafter due and/or payable with respect to any of the foregoing, including damages, claims and payments for past, present or future infringements or dilutions thereof, (f) all rights to sue for past, present or future infringements or dilutions thereof and (g) all rights corresponding thereto throughout the world.

SECTION 2.2 Certain Limited Exclusions. Notwithstanding anything herein to the contrary, in no event shall the Trademark Collateral include or the security interest granted under Section 2.1 hereof include, any applications in the United States Patent and Trademark Office to register Trademarks or service marks on the basis of any Grantor's "intent to use" such Trademarks or service marks applications

unless and until a “Statement of Use” or “Amendment to Allege Use” has been filed and accepted in the United States Patent and Trademark Office(solely to the extent that, and solely during the period in which, the grant of a security interest therein would impair the validity or enforceability of such “intent to use” application under applicable federal law) whereupon such application shall be automatically subject to the security interest granted herein and deemed to be included in the Trademark Collateral.

SECTION 3. Security Agreement

This Grant has been granted in conjunction with the security interest granted to the Collateral Agent under the Security Agreement. The rights and remedies of the Collateral Agent with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern,

SECTION 4. Governing Law

THIS AGREEMENT AND ANY CLAIMS, CONTROVERSY, DISPUTE OR CAUSE OF ACTION (WHETHER SOUNDING IN CONTRACT, TORT OR OTHERWISE) BASED UPON, ARISING OUT OF OR RELATING TO THIS AGREEMENT AND THE TRANSACTIONS CONTEMPLATED HEREBY SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAW OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW PRINCIPLES THAT WOULD APPLY THE LAWS OF ANOTHER JURISDICTION.

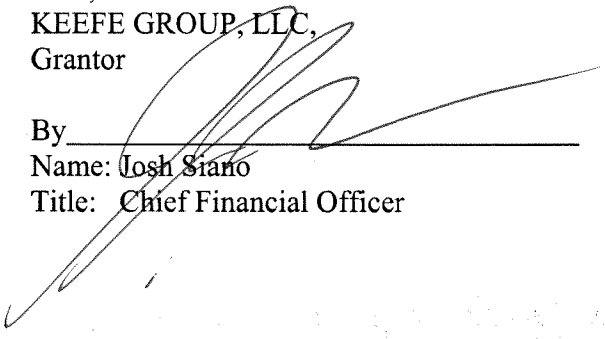
SECTION 5. Counterparts

This Agreement may be executed in one or more counterparts and by different parties hereto in separate counterparts, each of which when so executed and delivered shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument.

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IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date first set forth above.

COURTESY PRODUCTS, L.L.C.,
ADVANCED TECHNOLOGIES GROUP,
LLC,
KEEFE GROUP, LLC,
Grantor

By 
Name: Josh Siano
Title: Chief Financial Officer

[Signature Page to First Lien Supplemental Trademark Security Agreement]

TRADEMARK
REEL: 006650 FRAME: 0787

JEFFERIES FINANCE LLC,
as Collateral Agent

By: Paul Chisholm
Name: Paul Chisholm
Title: Managing Director

Schedule A

U.S. Trademarks and Applications:

| | Owner | Trademark | Appl. No. Filing Date | Reg. No. Reg. Date |
|-----|----------------------------------|---------------------------|----------------------------------|-------------------------------|
| 1. | Courtesy Products, LLC | COURTESY PRODUCTS | 88050282 07/24/2018 | Pending |
| 2. | Courtesy Products, LLC | CV | 87977849 01/03/2018 | 5601462 11/06/2018 |
| 3. | Courtesy Products, LLC | CV | 87741482 01/03/2018 | Pending |
| 4. | Advanced Technologies Group, LLC | TRULINCS | 87486482 06/13/2017 | 5378963 01/16/2018 |
| 5. | Advanced Technologies Group, LLC | CORRLINKS | 87486453 06/13/2017 | 5375174 01/09/2018 |
| 6. | Keefe Group, LLC | SEVILLA | 87632399 10/03/2017 | 5468419 05/15/2018 |
| 7. | Keefe Group, LLC | KEEFE COFFEE | 87649478 10/17/2017 | 5469631 05/15/2018 |
| 8. | Keefe Group, LLC | MARKET SQUARE BAKERY | 87649491 10/17/2017 | 5469632 05/15/2018 |
| 9. | Keefe Group, LLC | MOON LODGE | 87649509 10/17/2017 | 5469635 05/15/2018 |
| 10. | Keefe Group, LLC | NEXT 1 | 87649524 10/18/2017 | 5469636 05/15/2018 |
| 11. | Keefe Group, LLC | THE WHOLE SHABANG | 87650831 10/18/2017 | 5469648 05/15/2018 |
| 12. | Keefe Group, LLC | SWEET FUSIONS DRINK MIXES | 87650859 10/18/2017 | 5469650 05/15/2018 |
| 13. | Keefe Group, LLC | CACTUS ANNIE'S | 87649446 10/17/2017 | 5485511 06/05/2018 |
| 14. | Keefe Group, LLC | KEEFE KITCHENS | 87751493 01/11/2018 | 5535785 08/07/2018 |
| 15. | Keefe Group, LLC | CACTUS ANNIE'S | 87649434 10/17/2017 | 5559402 09/11/2018 |
| 16. | Keefe Group, LLC | SQUEEZ-UMS | 87740853 01/02/2018 | 5530168 07/31/2018 |
| 17. | Keefe Group, LLC | AMP'D | 87632499 10/03/2017 | 5620229 12/04/2018 |
| 18. | Keefe Group, LLC | CLEAR CHOICE | 87906906 05/03/2018 | 5642141 01/01/2019 |
| 19. | Keefe Group, LLC | POWER UP | 87905625 05/03/2018 | Pending |
| 20. | Keefe Group, LLC | PRO TECTION | 87906892 05/03/2018 | Pending |
| 21. | Keefe Group, LLC | SEVILLA | 87906934 05/03/2018 | Pending |
| 22. | Keefe Group, LLC | PARAMOUNT DAIRY FARMS | 87905574 05/03/2018 | Pending |
| 23. | Keefe Group, LLC | BRUSHYCREEK | 87906677 05/03/2018 | Pending |