

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM524029

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Regions Bank		05/13/2019	Corporation: ALABAMA
RECEIVING PARTY DATA			
Name:	The Honey Baked Ham Company, LLC		
Street Address:	3875 Mansell Road		
City:	Alpharetta		
State/Country:	GEORGIA		
Postal Code:	30022		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 31			
Property Type	Number	Word Mark	
Registration Number:	5259277	THE HONEYBAKED HAM COMPANY	
Registration Number:	5198704	HONEYBAKED HAM	
Registration Number:	5198701	HONEYBAKED	
Registration Number:	5198700	HONEYBAKED HAM	
Registration Number:	5198699	HONEY BAKED HAM	
Registration Number:	5094383	HONEYBAKED	
Registration Number:	3049064	HONEYBAKED	
Registration Number:	3639258	HONEYBAKED	
Registration Number:	3452316	· THE HONEYBAKED HAM · COMPANY	
Registration Number:	3388022		
Registration Number:	3292615	HEAVENLY HAM	
Registration Number:	2996538	CHAT	
Registration Number:	2642568	TENDER & MOIST	
Registration Number:	2575940	HEAVENLY HAM	
Registration Number:	2534573	THE HONEYBAKED HAM CO. AND CAFE	
Registration Number:	2331873	HBH SELECTS	
Registration Number:	2402685	THE HONEYGRAND	
Registration Number:	2150993	THE HONEYBAKED HAM COMPANY EST. 1957	
Registration Number:	2126500	THE HONEYBAKED HAM COMPANY	

OP \$790.00 5259277

Property Type	Number	Word Mark
Registration Number:	2026009	AUTHENTIC SPIRAL SLICED
Registration Number:	2026371	THE HONEYBAKED HAM COMPANY EST. 1957 AUT
Registration Number:	2024543	
Registration Number:	1932836	HEAVENLY HAM
Registration Number:	1883717	HONEYBAKED
Registration Number:	1823002	
Registration Number:	1861924	HONEYBAKED
Registration Number:	1384504	HONEY BAKED HAM
Registration Number:	1601136	HICKORY HAMS HONEY GLAZED AND SPIRAL SLI
Registration Number:	2156950	AUTHENTIC SPIRAL SLICED
Registration Number:	2158999	BY THE SLICE HONEYBAKED HAM
Registration Number:	2136466	THE HONEYBAKED HAM COMPANY EST. 1957

CORRESPONDENCE DATA

Fax Number: 2052445714

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: 205-458-5284

Email: ivincent@burr.com

Correspondent Name: India E. Vincent

Address Line 1: 420 20th Street North

Address Line 2: Suite 3400

Address Line 4: Birmingham, ALABAMA 35203

NAME OF SUBMITTER: India E. Vincent

SIGNATURE: /India E. Vincent/

DATE SIGNED: 05/17/2019

Total Attachments: 5

source=Release of Trademark Security Agreement (PNC - Honey Baked Ham)#page1.tif

source=Release of Trademark Security Agreement (PNC - Honey Baked Ham)#page2.tif

source=Release of Trademark Security Agreement (PNC - Honey Baked Ham)#page3.tif

source=Release of Trademark Security Agreement (PNC - Honey Baked Ham)#page4.tif

source=Release of Trademark Security Agreement (PNC - Honey Baked Ham)#page5.tif

RELEASE OF TRADEMARK SECURITY AGREEMENT

THIS RELEASE OF TRADEMARK SECURITY AGREEMENT is made on May 13, 2019, by REGIONS BANK ("Lender") in favor of THE HONEY BAKED HAM COMPANY, LLC ("Grantor").

WHEREAS, pursuant to a security agreement ("Security Agreement"), Grantor granted to Lender, a security interest in all of Grantor's right, title and interest in, to and under the Trademark Collateral, including the Trademark Collateral listed on Schedule I hereto, and the Security Agreement was recorded with the United States Trademark and Patent Office (the "PTO Recording") on November 3, 2017; and

WHEREAS, Lender has agreed to release its security interest under the Security Agreements with respect to such Trademark Collateral;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Lender hereby agrees as follows:

1. The Lender hereby (i) releases, terminates and discharges to the Grantor its security interest in all such Trademark Collateral, including, without limitation the Trademarks listed on Schedule I hereto, (ii) releases all other rights it may have under the Security Agreements with respect to any such Trademark Collateral, including, without limitation the Trademarks listed on Schedule I hereto, and (iii) terminates the PTO Recording.

2. The Lender hereby authorizes and acknowledges the termination of the Trademark Security Agreement (except for the provisions thereof which by their terms expressly survive termination).

[Remainder of page intentionally left blank]


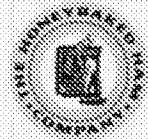
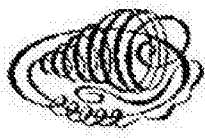
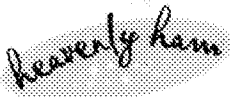
IN WITNESS WHEREOF, Lender has caused this Release of Trademark Security Agreement to be duly executed as of the date first written above.


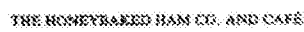





REGIONS BANK







By: Cheryl L. Shelhart
Name: Cheryl L. Shelhart
Title: Vice President

Schedule 1

Trademark Registrations / Applications

Country	Mark	Status	Serial No. Filing Date	Reg. No. Reg. Date	Owner
United States of America	THE HONEYBAKED HAM COMPANY 	Registered	87143043 Aug 18, 2016	5259277 Aug 8, 2017	The Honey Baked Ham Company, LLC
United States of America	HONEYBAKED HAM HONEYBAKED HAM	Registered	87143306 Aug 18, 2016	5198704 May 9, 2017	The Honey Baked Ham Company, LLC
United States of America	HONEYBAKED HONEYBAKED	Registered	87143033 Aug 18, 2016	5198701 May 9, 2017	The Honey Baked Ham Company, LLC
United States of America	HONEYBAKED HAM	Registered	87143029 Aug 18, 2016	5198700 May 9, 2017	The Honey Baked Ham Company, LLC
United States of America	HONEY BAKED HAM	Registered	87143026 Aug 18, 2016	5198699 May 9, 2017	The Honey Baked Ham Company, LLC
United States of America	HONEYBAKED	Registered	86943886 Mar 17, 2016	5094383 Dec 6, 2016	The Honey Baked Ham Company, LLC
United States of America	HONEYBAKED	Registered	78435628 Jun 15, 2004	3049064 Jan 24, 2006	The Honey Baked Ham Company, LLC
United States of America	HONEYBAKED HONEYBAKED	Registered	77617596 Nov 19, 2008	3639258 Jun 16, 2009	The Honey Baked Ham Company, LLC
United States of America	THE HONEYBAKED HAM COMPANY 	Registered	77178488 May 11, 2007	3452316 Jun 24, 2008	The Honey Baked Ham Company, LLC
United States of America	SPIRAL SLICED DESIGN 	Registered	77178512 May 11, 2007	3388022 Feb 26, 2008	The Honey Baked Ham Company, LLC
United States of America	HEAVENLY HAM 	Registered	76659673 May 8, 2006	3292615 Sep 18, 2007	The Honey Baked Ham Company, LLC

Country	Mark	Status	Serial No. Filing Date	Reg. No. Reg. Date	Owner
United States of America	CHAT	Registered	76571350 Jan 22, 2004	2996538 Sep 20, 2005	The Honey Baked Ham Company, LLC
United States of America	TENDER & MOIST 	Registered	76333162 Nov 1, 2001	2642568 Oct 29, 2002	The Honey Baked Ham Company, LLC
United States of America	HEAVENLY HAM	Registered	76263927 May 29, 2001	2575940 Jun 4, 2002	The Honey Baked Ham Company, LLC
United States of America	THE HONEYBAKED HAM CO. AND CAFÉ 	Registered	75714684 May 27, 1999	2534573 Jan 29, 2002	The Honey Baked Ham Company, LLC
United States of America	HBH SELECTS 	Registered	75626597 Jan 23, 1999	2331873 Mar 21, 2000	The Honey Baked Ham Company, LLC
United States of America	THE HONEYGRAND	Registered	75595345 Nov 24, 1998	2402685 Nov 7, 2000	The Honey Baked Ham Company, LLC
United States of America	THE HONEYBAKED HAM COMPANY EST. 1957 	Registered	75304105 Jun 5, 1997	2150993 Apr 19, 1998	The Honey Baked Ham Company, LLC
United States of America	THE HONEYBAKED HAM COMPANY	Registered	74648964 Mar 20, 1995	2126500 Jan 6, 1998	The Honey Baked Ham Company, LLC
United States of America	AUTHENTIC SPIRAL SLICED 	Registered	74648962 Mar 20, 1995	2026009 Dec 24, 1996	The Honey Baked Ham Company, LLC
United States of America	THE HONEYBAKED HAM COMPANY EST. 1957 AUTHENTIC SPIRAL SLICED 	Registered	74648961 Mar 20, 1995	2026371 Dec 31, 1996	The Honey Baked Ham Company, LLC
United States of America	CHEF AT OPEN HEARTH DESIGN 	Registered	74648966 Mar 20, 1995	2024543 Dec 17, 1996	The Honey Baked Ham Company, LLC

Country	Mark	Status	Serial No. Filing Date	Reg. No. Reg. Date	Owner
United States of America	HEAVENLY HAM	Registered	74559872 Aug 11, 1994	1932836 Nov 7, 1995	The Honey Baked Ham Company, LLC
United States of America	HONEYBAKED 	Registered	74385229 Apr 28, 1993	1883717 Mar 14, 1995	The Honey Baked Ham Company, LLC
United States of America	SWIRL IN HEXAGON DESIGN 	Registered	74384588 Apr 28, 1993	1823002 Feb 22, 1994	The Honey Baked Ham Company, LLC
United States of America	HONEYBAKED	Registered	74342368 Dec 21, 1992	1861924 Nov 8, 1994	The Honey Baked Ham Company, LLC
United States of America	HONEY BAKED HAM	Registered	73139324 Aug 29, 1977	1384504 Feb 25, 1986	The Honey Baked Ham Company, LLC
United States of America	HICKORY HAMS HONEY GLAZED AND SPIRAL SLICED CAFE DELI 	Registered	73824333 Sep 11, 1989	1601136 Jun 12, 1990	The Honey Baked Ham Company, LLC
United States of America	AUTHENTIC SPIRAL SLICED 	Registered	75309144 Jun 16, 1997	2156950 May 12, 1998	The Honey Baked Ham Company, LLC
United States of America	BY THE SLICE HONEYBAKED HAM 	Registered	75302159 Jun 3, 1997	2158999 May 19, 1998	The Honey Baked Ham Company, LLC
United States of America	THE HONEYBAKED HAM COMPANY EST. 1957 	Registered	74648963 Mar 20, 1995	2136466 Feb 17, 1998	The Honey Baked Ham Company, LLC