

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM528599

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HB Innovations Inc.		05/16/2019	Corporation:
RECEIVING PARTY DATA			
Name:	Silicon Valley Bank		
Street Address:	3003 Tasman Drive, HF150		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 18			
Property Type	Number	Word Mark	
Registration Number:	5162758	HAPPIEST BABY	
Registration Number:	5247356	HAPPIEST BABY	
Registration Number:	5114931	HAPPIEST BABY	
Registration Number:	3434465	THE HAPPIEST BABY ON THE BLOCK	
Registration Number:	3502246	MAGIC...A MIRACLE...NO IT'S A REFLEX!	
Registration Number:	3619787	MAGIC...A MIRACLE...NO IT'S A REFLEX!	
Registration Number:	3313059	THE FAST FOOD RULE	
Registration Number:	3318991	THE HAPPIEST TODDLER	
Registration Number:	3329932	TODDLER-ESE	
Registration Number:	3318990	THE 5 S'S	
Registration Number:	4537000	THE HAPPIEST TODDLER	
Registration Number:	4501123	THE HAPPIEST BABY	
Registration Number:	4501118	THE HAPPIEST TODDLER	
Registration Number:	4566383	THE HAPPIEST BABY	
Registration Number:	4432547	THE HAPPIEST BABY	
Registration Number:	4418661	THE HAPPIEST BABY	
Registration Number:	4439213	THE HAPPIEST BABY	
Registration Number:	3811487	FINALLY...KIDS DO COME WITH INSTRUCTIONS	

OP \$465.00 5162758

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: 5618595603
Email: tbinder@vlpawgroup.com
Correspondent Name: Tatiana Binder
Address Line 1: 612 Commerce Street, APT 2G
Address Line 4: Lynchburg, VIRGINIA 24504

NAME OF SUBMITTER:	Tatiana Binder
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SIGNATURE:	/TatianaBinder/
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DATE SIGNED:	06/20/2019
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Total Attachments: 8

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (“Agreement”) is entered into as of May 16, 2019 by and between SILICON VALLEY BANK (“Bank”) and HB INNOVATIONS INC. (“Grantor”).

RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the “Loans”) in the amounts and manner set forth in that certain Amended and Restated Loan and Security Agreement by and among Bank, Happiest Baby, Inc., and Grantor dated as of November 28, 2018 (as the same has been or may be further amended, modified or supplemented from time to time, the “Loan Agreement”; capitalized terms used herein are used as defined in the Loan Agreement). Bank is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks, Patents, and Mask Works (as each term is described below) to secure the obligations of Grantor under the Loan Agreement.

B. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor’s right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

1. Grant of Security Interest. To secure its obligations under the Loan Agreement, Grantor grants and pledges to Bank a security interest in all of Grantor’s right, title and interest in, to and under its intellectual property (all of which shall collectively be called the “Intellectual Property Collateral”), including, without limitation, the following:

(a) Any and all copyright rights, copyright applications, copyright registrations and like protections in each work of authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held, including without limitation those set forth on Exhibit A attached hereto (collectively, the “Copyrights”);

(b) Any and all trade secrets, and any and all intellectual property rights in computer software and computer software products now or hereafter existing, created, acquired or held;

(c) Any and all design rights that may be available to Grantor now or hereafter existing, created, acquired or held;

(d) All patents, patent applications and like protections including, without limitation, improvements, divisions, continuations, renewals, reissues, extensions and

continuations-in-part of the same, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the “Patents”);

(e) Any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the “Trademarks”);

(f) All mask works or similar rights available for the protection of semiconductor chips, now owned or hereafter acquired, including, without limitation those set forth on Exhibit D attached hereto (collectively, the “Mask Works”);

(g) Any and all claims for damages by way of past, present and future infringements of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(h) All licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(i) All amendments, extensions, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) All proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

2. Recordation. Grantor authorizes the Commissioner for Patents, the Commissioner for Trademarks and the Register of Copyrights and any other government officials to record and register this Agreement upon request by Bank.

Grantor hereby authorizes Bank to (a) modify this Agreement unilaterally by amending the exhibits to this Agreement to include any Intellectual Property Collateral which Grantor obtains subsequent to the date of this Agreement and (b) file a duplicate original of this Agreement containing amended exhibits reflecting such new Intellectual Property Collateral.

3. Loan Documents. This Agreement has been entered into pursuant to and in conjunction with the Loan Agreement, which is hereby incorporated by reference. The provisions of the Loan Agreement shall supersede and control over any conflicting or inconsistent provision herein. The rights and remedies of Bank with respect to the Intellectual Property Collateral are as provided by the Loan Agreement and related documents, and nothing in this Agreement shall be deemed to limit such rights and remedies.

4. Execution in Counterparts. This Agreement may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Agreement by facsimile or in electronic (i.e., “pdf” or “tif” format) shall be effective as delivery of a manually executed counterpart of this Agreement.

5. Successors and Assigns. This Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Agreement and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the United States and the State of California, without giving effect to any choice or conflict of law provision or rule (whether of the State of California or any other jurisdiction).

[Signature page follows.]

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

HB INNOVATIONS INC.

DocuSigned by:
By: Harvey Karp
Title: CEO
4683BECF8EA644D1...

BANK:

SILICON VALLEY BANK

DocuSigned by:
By: Gillian DeGennaro
Title: Vice President
5D93BEEC73C445F...

EXHIBIT A

Copyrights

<u>Description</u>	Registration/ Application <u>Number</u>	Registration/ Application <u>Date</u>
NONE		

EXHIBIT B

Patents

<u>Description</u>	Registration/ Application <u>Number</u>	Registration/ Application <u>Date</u>
NONE		

EXHIBIT C

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
HAPPIEST BABY	5162758	05-14-2017
HAPPIEST BABY	5247356	07-18-2017
HAPPIEST BABY	5114931	01-03-2017
THE HAPPIEST BABY ON THE BLOCK	3434465	05-27-2008
MAGIC... A MIRACLE... NO IT'S A REFLEX!	3502246	09-16-2008
MAGIC... A MIRACLE... NO IT'S A REFLEX!	3619787	05-12-2009
THE FAST FOOD RULE	3313059	10-16-2007
THE HAPPIEST TODDLER	3318991	10-23-2007
TODDLER-ESE	3329932	11-06-2007
THE 5 S'S	3318990	10-23-2007
THE HAPPIEST TODDLER	4537000	05-27-2014
THE HAPPIEST BABY	4501123	03-25-2014
THE HAPPIEST TODDLER	4501118	03-25-2014
THE HAPPIEST BABY	4566383	07-15-2014
THE HAPPIEST BABY	4432547	11-12-2013
THE HAPPIEST BABY	4418661	10-15-2013
THE HAPPIEST BABY	4439213	11-26-2013
FINALLY... KIDS DO COME WITH INSTRUCTIONS!	3811487	6-29-2010

EXHIBIT D

Mask Works

<u>Description</u>	Registration/ Application <u>Number</u>	Registration/ Application <u>Date</u>
NONE		