

900513529 09/03/2019

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM539187

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MHC Acquisition, LLC MJC		08/30/2019	Limited Liability Company: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PNC Bank, National association		
<b>Street Address:</b>	500 First Avenue		
<b>Internal Address:</b>	Commercial Loan Service Center/DCC		
<b>City:</b>	Pittsburgh		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	15219		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 13</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	5004020	435	
Registration Number:	4511848	GOOD HART	
Serial Number:	87886041	IT'S ALL ABOUT KEEPING A LITTLE GIRL...A	
Registration Number:	4841701	MATILDA JANE	
Registration Number:	4368485	MATILDA JANE	
Registration Number:	5774739	MATILDA JANE	
Registration Number:	5775073	MATILDA JANE	
Registration Number:	4841703	MATILDA JANE	
Registration Number:	5769560	MATILDA JANE	
Registration Number:	5769733	MATILDA JANE	
Registration Number:	4511849	PAINT BY NUMBERS	
Registration Number:	4368488	PLATINUM	
Registration Number:	3815731	TRUNK KEEPER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2158325619		
<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>			

OP \$340.00 5004020

**Phone:** 2155695619  
**Email:** pecsenye@blankrome.com  
**Correspondent Name:** Timothy D. Pecsénye  
**Address Line 1:** One Logan Square  
**Address Line 2:** 8th Floor  
**Address Line 4:** Philadelphia, PENNSYLVANIA 19103

<b>ATTORNEY DOCKET NUMBER:</b>	074658-17027
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<b>NAME OF SUBMITTER:</b>	Timothy D. Pecsénye
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<b>SIGNATURE:</b>	/Timothy D. Pecsénye/
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<b>DATE SIGNED:</b>	09/03/2019
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**Total Attachments: 6**

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this “Agreement”) is made as of this 30th day of August, 2019, by MJC ACQUISITION, LLC, an Indiana limited liability company (“Grantor”), in favor of PNC BANK, NATIONAL ASSOCIATION, in its capacity as administrative agent for the Lenders (as defined below) (in such capacity, together with its successors and assigns, “Agent”).

WHEREAS, pursuant to that certain Revolving Credit, Term Loan and Security Agreement, dated as of May 1, 2017 (as amended, modified, supplemented, renewed, restated or replaced from time to time, the “Credit Agreement”), by and among Grantor, Matilda Jane Holdings, Inc., a Delaware corporation (“Holdco”), MJCB, Inc., an Indiana corporation (“MJCB”, together with Grantor, Holdco and any Person joined thereto from time to time as a borrower, collectively the “Borrowers”, and each individually a “Borrower”), each Person joined as a guarantor to the Credit Agreement from time to time (the “Guarantors”, and together with the Borrowers, collectively, the “Loan Parties”, and each individually, a “Loan Party”), the lenders from time to time party thereto (the “Lenders”), Agent and THL Corporate Finance, Inc., as documentation agent (in such capacity, together with its successors and assigns, the “Documentation Agent”), the Lenders agreed to make certain financial accommodations available to Borrowers from time to time pursuant to the terms and conditions thereof; and

WHEREAS, pursuant to the Credit Agreement, Grantor is required to execute and deliver to Agent, for the benefit of the Lenders, this Agreement.

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

1. DEFINED TERMS. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Credit Agreement.

2. GRANT AND REAFFIRMATION OF SECURITY INTEREST. To secure the payment and performance of the Obligations under the Credit Agreement, Grantor hereby grants to Agent for its benefit and the benefit of the Lenders a continuing security interest in and Lien on all of Grantor’s right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the “IP Collateral”):

(a) all of Grantor’s copyrights and copyright applications (collectively, “Copyrights”) and all of the goodwill of the business connected with the use of, and symbolized by, each Copyright, including without limitation those referred to on Schedule 1 hereto;

(b) all of Grantor’s patents and patent applications (collectively, “Patents”), and all of the goodwill of the business connected with the use of, and symbolized by, each Patent, including without limitation those referred to on Schedule 1 hereto;

(c) all of Grantor’s trademarks, trademark applications, service marks, trade names, mask works (collectively, “Trademarks”), and all of the goodwill of the business

connected with the use of, and symbolized by, each Trademark, including without limitation those referred to on Schedule 1 hereto;

(d) all reissues, continuations or extensions of the foregoing; and

(e) all products and proceeds of the foregoing, including without limitation any claim by Grantor against third parties for past, present or future infringement or dilution of any Copyright, any Patent, or any Trademark.

3. SECURITY FOR OBLIGATIONS. This Agreement and the security interest created hereby secure the payment and performance of all the Obligations under the Credit Agreement, whether now existing or arising hereafter. Without limiting the generality of the foregoing, this Agreement secures the payment of all amounts which constitute part of the Obligations and would be owed by any Loan Party to Agent, the Lenders or any of them pursuant to the Credit Agreement or any Other Document.

4. CREDIT AGREEMENT. The security interests granted pursuant to this Agreement are granted in conjunction with the security interests granted to Agent, for the benefit of the Lenders, pursuant to the Credit Agreement. Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the security interest in the IP Collateral made and granted hereby are more fully set forth in the Credit Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

5. REPRESENTATIONS, WARRANTIES AND AGREEMENTS. Grantor hereby represents and warrants to, and agrees with Agent and Lenders as follows: (A) Schedule 1 hereto accurately lists all registered IP Collateral as of the date hereof and (B) other than the Liens granted to Agent hereunder, Grantor has not granted any Liens on any of its IP Collateral to any other Person other than Permitted Encumbrances.

6. AUTHORIZATION TO SUPPLEMENT. If Grantor shall obtain rights to any new IP Collateral, this Agreement shall automatically apply thereto. Grantor shall give prompt notice in writing to Agent with respect to any such new IP Collateral. Without limiting Grantor's obligations under this Section 6, Grantor hereby authorizes Agent unilaterally to modify this Agreement by amending Schedule 1 to include any such new IP Collateral of Grantor identified in such written notice provided by Grantor. Notwithstanding the foregoing, no failure to so modify this Agreement or amend Schedule 1 shall in any way affect, invalidate or detract from Agent's continuing security interest in all IP Collateral, whether or not listed on Schedule 1.

7. GOVERNING LAW. This Agreement and the transactions contemplated hereby, and all disputes between the parties under or relating to this Agreement or the facts or circumstances leading to its execution, whether in contract, tort or otherwise shall, in accordance with Section 5-1401 of the General Obligations Law of the State of New York, be construed in accordance with and governed by the laws (including statutes of limitation) of the State of New York, without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

8. COUNTERPARTS. This Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but all such separate counterparts shall together constitute but one and the same instrument. Any signatures delivered by a party by facsimile transmission or by e-mail transmission shall be deemed an original signature hereto.

9. CONSTRUCTION. Unless the context of this Agreement clearly requires otherwise, the term “or” has, except where otherwise indicated, the inclusive meaning represented by the phrase “and/or.” Section, subsection, clause, schedule, and exhibit references herein are to this Agreement unless otherwise specified. Any reference herein to any Person shall be construed to include such Person’s successors and assigns.

10. TERMINATION. The security interest granted in the IP Collateral and this Agreement shall terminate upon the termination or expiration of the Credit Agreement and the satisfaction of all of the Obligations (other than inchoate indemnity obligations) secured under the Credit Agreement.

*[Signature Page Follows]*

The undersigned has signed this Intellectual Property Security Agreement as of the day and year first above written.

MJC ACQUISITION, LLC

By: 

Name: Bill Mitchell

Title: Chief Financial Officer

Signature Page to Intellectual Property Security Agreement  
PNC/Matilda Jane

TRADEMARK  
REEL: 006739 FRAME: 0912

SCHEDULE 1  
TO  
INTELLECTUAL PROPERTY SECURITY AGREEMENT

I. Copyrights and Copyright Applications

None

II. Patents and Patent Applications

Grantor	Patent	Registration Date	Registration Number
MJC Acquisition, LLC	BLANKET [PLUSH]	07 Jun 2018	29/650,537 (U.S.A.)
MJC Acquisition, LLC	BLANKET (Grow With Me)	07 Jun 2018	29/650,560 (U.S.A.)

III. Trademarks and Trademark Applications

Grantor	Trademark	Application/Registration Date	Application/Registration Number
MJC Acquisition, LLC	435 standard character registered trademark	19 Jul 2016	5,004,020 (U.S.A.)
MJC Acquisition, LLC	GOOD HART standard character registered trademark	08 Apr 2014	4,511,848 (U.S.A.)
MJC Acquisition, LLC	IT'S ALL ABOUT KEEPING A LITTLE GIRL...A LITTLE GIRL	20 Apr 2018	87/886,041 (U.S.A.)
MJC Acquisition, LLC	MATILDA JANE standard character registered trademark	27 Oct 2015	4,841,701 (U.S.A.)
MJC Acquisition, LLC	MATILDA JANE standard character registered trademark	16 Jul 2013	4,368,485 (U.S.A.)
MJC Acquisition, LLC	MATILDA JANE standard character registered trademark	11 Jun 2019	5,774,739 (U.S.A.)
MJC Acquisition, LLC	MATILDA JANE standard character registered trademark	11 Jun 2019	5,775,073 (U.S.A.)
MJC Acquisition, LLC	MATILDA JANE & Design stylized registered trademark	27 Oct 2015	4,841,703 (U.S.A.)

[Intellectual Property Security Agreement]  
Schedule 1

**TRADEMARK**  
**REEL: 006739 FRAME: 0913**

MJC Acquisition, LLC	MATILDA JANE & Design stylized registered trademark	04 Jun 2019	5,769,560 (U.S.A.)
MJC Acquisition, LLC	MATILDA JANE & Design stylized registered trademark	04 Jun 2019	5,769,733 (U.S.A.)
MJC Acquisition, LLC	PAINT BY NUMBERS standard character registered trademark	08 Apr 2014	4,511,849 (U.S.A.)
MJC Acquisition, LLC	PLATINUM & Design stylized registered trademark	16 Jul 2013	4,368,488 (U.S.A.)
MJC Acquisition, LLC	TRUNK KEEPER standard character registered trademark	06 Jul 2010	3,815,731 (U.S.A.)

[Intellectual Property Security Agreement]  
Schedule 1