

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM544917

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BAETEA, LLC		03/19/2018	Limited Liability Company: MISSOURI
NEW WORLD NATURAL BRANDS, LLC		03/19/2018	Limited Liability Company: MISSOURI

RECEIVING PARTY DATA

Name:	CROSSFIRST BANK
Street Address:	4435 Main Street, Ste 1100
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64111
Entity Type:	Chartered Bank: KANSAS

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	87227066	NUGG
Serial Number:	85983913	NUGG
Serial Number:	85183514	21-DAY DERMAL DETOX
Serial Number:	78629599	SUKI
Serial Number:	77414726	SUKI
Serial Number:	77233312	SUKICOLOR
Serial Number:	86257575	NURTURE HEALTHY AGING
Serial Number:	86257546	SKIN CRISIS INTERVENTION
Serial Number:	86386824	STRONG SAFE SOLUTIONS FOR YOUR SKIN PROB
Serial Number:	86381801	RESCUE SKIN CRISIS INTERVENTION
Serial Number:	86381800	RESCUE SKIN CRISIS INTERVENTION
Serial Number:	86381786	RENEW NURTURE HEALTHY AGING
Serial Number:	86381784	RENEW NURTURE HEALTHY AGING

CORRESPONDENCE DATA

Fax Number: 8169838080

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.

TRADEMARK

Phone: 8169838000
Email: pto-kc@huschblackwell.com
Correspondent Name: Husch Blackwell LLP
Address Line 1: 4801 Main Street Suite 1000
Address Line 4: Kansas City, MISSOURI 64112

ATTORNEY DOCKET NUMBER:	527662-5
NAME OF SUBMITTER:	Max Ellenbecker
SIGNATURE:	/max ellenbecker/
DATE SIGNED:	10/11/2019

Total Attachments: 6

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**NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS**

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Pledge and Security Agreement dated as of March 19, 2018 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligors party thereto (the "Obligors") and CROSSFIRST BANK, as Agent (in such capacity, the "Agent") for the holders of the Secured Obligations referenced therein, the undersigned Obligors have granted a continuing security interest in, and a right to set off against, any and all right, title and interest of the Obligors in and to the trademarks and trademark applications set forth on Schedule 1 hereto to the Agent for the ratable benefit of the holders of the Secured Obligations.

The undersigned Obligors and the Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

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[SIGNATURE PAGES FOLLOW]

Very truly yours,

BAETEA, LLC

By: 

Name: Shannon Curtin

Title: Manager

NEW WORLD NATURAL BRANDS, LLC

By: 

Name: Shannon Curtin

Title: Chief Executive Officer

SUKI, LLC, a Missouri limited liability company,

By: New World Natural Brands, LLC

Its: Member

By: 

Name: Shannon Curtin

Title: Chief Executive Officer

**BEAUTY IDEAS GROUP, LLC, a Missouri
limited liability company, d/b/a Nugg**

By: New World Natural Brands, LLC

Its: Member

By: 

Name: Shannon Curtin

Title: Chief Executive Officer

Acknowledged and Accepted:

CROSSFIRST BANK

By: 

Name: Ward Nixon

Title: Managing Director

Schedule 1

Trademarks and Trademark Applications

BaeTea:

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
BAEBODY	87828044	3/09/2018	10/9/2018	5,580,689	United States
BAETEA	87831453	3/13/2018	10/9/2018	5,580,744	United States

New World Natural Brands (United States):

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
NUGG	87227066	11/4/2016			United States
NUGG	85983913	3/21/2013	12/15/2015	4,871,118	United States
21-Day Dermal Detox	85183514	11/23/2010	04/26/2011	3952933	United States
Suki	78629599	05/13/2005	08/07/2007	3274289	United States
Suki	77414726	03/06/2008	04/21/2009	3609998	United States
Sukicolor	77233312	07/19/2007	03/18/2008	3398178	United States
Nurture Healthy Aging	86257575	04/21/2014	01/06/2015	4666320	United States
Skin Crisis Intervention	86257546	04/21/2014	01/06/2015	4666319	United States
Strong Safe Solution For Your Skin Problems	86386824	09/05/2014	04/28/2015	4727150	United States
Rescue Skin Crisis Intervention	86381801	08/30/2014	04/28/2015	4727044	United States
Rescue Skin Crisis	86381800	08/30/2014	12/15/2015	4869226	United States

Intervention					
Renew Nurture Health Aging	86381786	08/30/2014	05/05/2015	4730986	United States
Renew Nurture Health Aging	86381784	08/30/2014	05/26/2015	4727044	United States

Suki (International):

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
Suki	139335900			TMA843181	Canada
Suki	2485743			2485743	UK
Sukiface	1293528			1293528	Australia
Sukiface	8225179			8225179	Community Trademark
Sukicolor	6878243			6878243	Community Trademark
Suki	78629599			1050550	Benelux, Norway, Sweden, Slovenia (IR)
Suki	78629599			1031880	Denmark, Ireland, South Korea (IR)

Nugg (International):

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
NUGG	1768853	10/28/14	2/19/16	1296916	Australia
NUGG	A0056761	10/28/14			Canada
NUGG	A0056761	10/28/14			Chile
NUGG	A0056761	10/28/14	2/19/16	1296916	China

NUGG	12276887	11/4/13	4/5/14	12276887	European Union
NUGG	1296916	2/19/16	2/19/16	1296916	International Design
NUGG	1296916	2/19/16	2/19/16	1296916	Mexico
NUGG	A0056761	10/28/14	2/19/16	1296916	Norway
NUGG	A0056761	10/28/14			United Arab Emirates