

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM562786

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NOTICE OF PLEDGE OF COPYRIGHTS, PATENTS, TRADEMARKS AND APPLICATIONS FOR SAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Tiff's Treats Holdings, Inc.		02/12/2020	Corporation: TEXAS

RECEIVING PARTY DATA

Name:	Pioneer Bank, SSB
Street Address:	623 W. 38th Street
Internal Address:	Suite 100
City:	Austin
State/Country:	TEXAS
Postal Code:	78705
Entity Type:	Texas savings bank: TEXAS

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	88191462	CAKEVISION
Serial Number:	88134394	
Serial Number:	88134422	
Serial Number:	88191451	FLOWERVISION
Serial Number:	88191473	FRUITVISION
Serial Number:	88191457	GIFTVISION
Serial Number:	88365749	TIFF'S TREATS
Serial Number:	88610041	TIFF'S TREATS ELITES

CORRESPONDENCE DATA

Fax Number: 5124578008

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: 5124578000

Email: cheusmann@dbcllp.com

Correspondent Name: Coti Heusmann

Address Line 1: 303 Colorado

Address Line 2: Suite 2300

Address Line 4: Austin, TEXAS 78701

OP \$215.00 88191462

NAME OF SUBMITTER:	Coti Heusmann
SIGNATURE:	/Coti Heusmann/
DATE SIGNED:	02/19/2020
Total Attachments: 3 source=Notice of Pledge of IP Feb 2020#page1.tif source=Notice of Pledge of IP Feb 2020#page2.tif source=Notice of Pledge of IP Feb 2020#page3.tif	

Notice of Pledge of Copyrights, Patents, Trademarks and Applications for Same

This Notice of Pledge of Copyrights, Patents, Trademarks and Applications for Same (this "**Notice**") is dated effective as of February 12, 2020 (the "**Effective Date**"), and is executed by Tiff's Treats Holdings, Inc., a Texas corporation (the "**Borrower**"), and Pioneer Bank, SSB, a Texas savings bank (the "**Lender**").

In order to secure certain obligations of the Borrower to the Lender, the Borrower has granted a security interest to the Lender in the copyrights, copyright applications, patents, patent applications, trademarks, trademark applications, and all goodwill of any business connected with the use of the trademarks, owned by the Borrower on the Effective Date which are more fully described on *Exhibit A* attached hereto and incorporated herein by this reference for all purposes, as well as all copyrights, copyright applications, patents, patent applications, trademarks, trademark applications, and all goodwill of any business connected with the use of the trademarks, acquired after the Effective Date. This Notice is recorded in the public interest in order to give third parties notification of equitable interests or other matters relevant to the ownership of a copyright, copyright application, patent, patent application, trademark or trademark application.

Inquiries regarding this Notice or the underlying security interest may be addressed to the Lender at:

Pioneer Bank, SSB
623 W. 38th Street, Suite 100
Austin, Texas 78705
Attn: Donna Day

Inquiries regarding this Notice or the underlying security interest may be addressed to the Borrower at:


Tiff's Treats Holdings, Inc.
8310-1 N. Capital of Texas Highway, Suite 110
Austin, Texas 78731
Attn: Chief Executive Officer

Nothing in this Notice shall alter the agreements of the Borrower and Lender set forth in separate loan documents.

EXECUTED to be EFFECTIVE AS OF, but not necessarily on, the Effective Date.

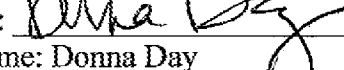
BORROWER:

TIFF'S TREATS HOLDINGS, INC.

By: 
Name: LEON CHEN
Title: CEO

LENDER:

PIONEER BANK, SSB

By: 
Name: Donna Day
Title: Senior Vice President

**Exhibit A
The Pledged Property**

Title	Appl. Date	Appl. No.	Property Type	Case Status	Docket Number	Matter No.
APPARATUS, METHOD, AND SYSTEM FOR PRESENTATION OF MULTIMEDIA CONTENT INCLUDING AUGMENTED REALITY CONTENT	5/6/2019	16/403,975	Patent	Application Filed	TIFF.P0060US1	1001061432
APPARATUS, METHOD, AND SYSTEM FOR PRESENTATION OF MULTIMEDIA CONTENT INCLUDING AUGMENTED REALITY CONTENT	5/6/2019	16/404,104	Patent	Application Filed	TIFF.P0060US2	1001061434
APPARATUS, METHOD, AND SYSTEM FOR PRESENTATION OF MULTIMEDIA CONTENT INCLUDING AUGMENTED REALITY CONTENT	5/16/2019	PCT/US2019/032576	Patent	Application Filed	TIFF.P0060WO1	1001074324
APPARATUS, METHOD, AND SYSTEM FOR PRESENTATION OF MULTIMEDIA CONTENT INCLUDING AUGMENTED REALITY CONTENT	5/16/2019	PCT/US2019/032583	Patent	Application Filed	TIFF.P0060WO2	1001074325
CAKEVISION	11/13/2018	88/191,462	Trademark	Allowed	TIFF.T0081US.AP1	1001049539

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3085685.3

**TRADEMARK
REEL: 006867 FRAME: 0285**

Title	Appl. Date	Appl. No.	Property Type	Case Status	Docket Number	Matter No.
Design (Chip Character)	9/27/2018	88/134,394	Trademark	Registered	TIFF.T0072US.AP1	1001039193
Design (Chip Character)	9/27/2018	88/134,422	Trademark	Allowed	TIFF.T0072US.AP2	1001044548
FLOWERVISION	11/13/2018	88/191,451	Trademark	Allowed	TIFF.T0079US.AP1	1001048473
FRUITVISION	11/13/2018	88/191,473	Trademark	Allowed	TIFF.T0078US.AP1	1001048472
GIFTVISION	11/13/2018	88/191,457	Trademark	Allowed	TIFF.T0080US.AP1	1001048471
STAND TOP	6/10/2019	29/694,367	Design	Application Filed	TIFF.D0016US.C1	1001078565
STAND TOP	6/10/2019	29/694,378	Design	Application Filed	TIFF.D0017US.C1	1001078566
STAND TOP	6/10/2019	29/694,384	Design	Application Filed	TIFF.D0018US.C1	1001078567
STAND TOP	6/10/2019	29/694,392	Design	Application Filed	TIFF.D0019US.C1	1001078568
TIFF'S TREATS	4/1/2019	88/365,749	Trademark	Published	TIFF.T0003US.AP3	1001055190
TIFF'S ELITES TREATS	9/9/2019	88/610,041	Trademark	Application Filed	TIFF.T0091US.AP1	1001088231

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3085685.3

RECORDED: 02/19/2020

TRADEMARK
REEL: 006867 FRAME: 0286