

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM590461

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NEW DAIRY TRADEMARK HOLDING, LLC		07/20/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	ENCINA BUSINESS CREDIT, LLC		
Street Address:	123 N. Wacker Drive, Suite 2400		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	4489115	SALLIE'S SOUTHERN TEA	
Registration Number:	2783922	GOLDENROD	
Registration Number:	1445381	ALL THE DAIRY BEST TO YOU FROM DAIRYMENS	
Registration Number:	1964815	DAIRYMENS	
Registration Number:	921212	BETTER THAN IT HAS TO BE	
Registration Number:	3704472	COBURG	
Registration Number:	4168392	FARM FIELD	
Registration Number:	3638494	FLAV-O-RICH	
Registration Number:	3230127	KID BUILDER	
Registration Number:	3491333	SABA SUNBURST	
Registration Number:	903961	C	
Registration Number:	5265861	VELDA	
Serial Number:	88438232	SPORTS MILK	
Serial Number:	88697027	SIMPLE DELIGHTS	
Serial Number:	88415390	SUNBURST	
Serial Number:	88617443	BODY BOOST	
Serial Number:	88617442	IMOONITY	
CORRESPONDENCE DATA			
TRADEMARK			

OP \$440.00 4489115

Fax Number: 8004947512

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: 202-370-4756

Email: ipteam@cogencyglobal.com

Correspondent Name: Jay daSilva

Address Line 1: 1025 Vermont Ave NW, Suite 1130

Address Line 2: COGENCY GLOBAL INC.

Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER:	1251306 TM
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NAME OF SUBMITTER:	Janet Wamsley
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SIGNATURE:	/Janet Wamsley/
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DATE SIGNED:	08/05/2020
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Total Attachments: 4

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GRANT OF A SECURITY INTEREST – TRADEMARKS

This Trademark Security Agreement (this “Trademark Security Agreement”) is made as of July 20, 2020 by New Dairy Trademark Holding, LLC, a Delaware limited liability company (“Grantor”), in favor of Encina Business Credit, LLC, in its capacity as collateral agent for the Secured Parties (together with its successors and assigns in such capacity, “Grantee”).

WHEREAS, Grantor owns the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office or by the applicable state government, as indicated on Schedule A (the “Trademarks”);

WHEREAS, Grantor has entered into a Pledge and Security Agreement, dated July 20, 2020 (as amended, restated, supplemented, modified or otherwise changed from time to time, the “Security Agreement”), in favor of Agent, as the Collateral Agent for itself and the Lenders; and

WHEREAS, pursuant to the Security Agreement, the Grantor has granted to the Grantee for the benefit of the Secured Parties (each such term as defined in the Security Agreement), a continuing security interest in all Trademarks, together with all goodwill associated therewith and symbolized thereby and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action arising out of or relating to any infringement thereof and any and rights to recover from past, present and future violations thereof (the “IP Collateral”), as collateral security for the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

NOW, THEREFORE, as collateral security for the payment, performance and observance of all of the Secured Obligations, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby pledges and grants to the Grantee, for the benefit of the Secured Parties, a continuing security interest in the IP Collateral (other than, to the extent provided in the Security Agreement, any Excluded Property).

All capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement.

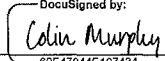
The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the IP Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

[Remainder of page intentionally left blank; signature page follows.]


IN WITNESS WHEREOF, Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

**NEW DAIRY TRADEMARK
HOLDING, LLC**, a Delaware limited
liability company, as Grantor

By: 
Name: Colin Murphy
Title: Secretary

SCHEDULE A TO GRANT OF A SECURITY INTEREST

Trademark Registrations and Applications

Mark	App. No. App. Date	Reg. No. Reg. Date	Owner
SALLIE'S SOUTHERN TEA	85657906 JUNE 21, 2012	4489115 FEB 25, 2014	NEW DAIRY TRADEMARK HOLDING, LLC
GOLDENROD	76443067 AUG 22, 2002	2783922 NOV 18, 2003	NEW DAIRY TRADEMARK HOLDING, LLC
ALL THE DAIRY BEST TO YOU FROM DAIRYMENS	73507085 NOV 5, 1984	1445381 JUNE 30, 1987	NEW DAIRY TRADEMARK HOLDING, LLC
DAIRYMENS	73690650 October 19, 1987	1964815 APRIL 2, 1996	NEW DAIRY TRADEMARK HOLDING, LLC
BETTER THAN IT HAS TO BE	72343664 NOV 17, 1969	921212 SEP 28, 1971	NEW DAIRY TRADEMARK HOLDING, LLC
COBURG	77599266 OCT 23, 2008	3704472 NOV 3, 2009	NEW DAIRY TRADEMARK HOLDING, LLC
FARM FIELD	85006345 APRIL 5, 2010	4168392 JULY 3, 2012	NEW DAIRY TRADEMARK HOLDING, LLC
FLAV-O-RICH	77599243 OCT 23, 2008	3638494 JUNE 16, 2009	NEW DAIRY TRADEMARK HOLDING, LLC
KID BUILDER	76477057 DEC 19, 2002	3230127 APRIL 17, 2007	NEW DAIRY TRADEMARK HOLDING, LLC
SABA SUNBURST	77223721 July 6, 2007	3491333 AUG 26, 2008	NEW DAIRY TRADEMARK HOLDING, LLC
C (Stylized) 	72343663 November 17, 1969	903961 December 8, 1970	NEW DAIRY TRADEMARK HOLDING, LLC
VELDA	87310799 January 23, 2017	5265861 August 15, 2017	NEW DAIRY TRADEMARK HOLDING, LLC
SPORTS MILK Stylized	88438232 May 20, 2019	Pending	NEW DAIRY TRADEMARK HOLDING, LLC
SIMPLE DELIGHTS	88697027 November 18, 2019	Pending	NEW DAIRY TRADEMARK HOLDING, LLC
SUNBURST	88415390 May 3, 2019	Pending	NEW DAIRY TRADEMARK HOLDING, LLC
BODY BOOST	88617443 September 16, 2019	Pending (but a final office action was issued 6/17/20)	National Dairy, LLC
IMOONITY	88617442	Pending	National Dairy, LLC

Mark	App. No. App. Date	Reg. No. Reg. Date	Owner
	September 16, 2019	(but a final office action was issued 7/17/20)	
DAIRYMAID	Ohio TM No. 3888426 April 7, 2016	Ohio TM No. 3888426 April 7, 2016	NEW DAIRY TRADEMARK HOLDING, LLC
DAIRY FRESH	Alabama TM No. 115-649 September 30, 2015	Alabama TM No. 115-649 September 30, 2015	NEW DAIRY TRADEMARK HOLDING, LLC
DAIRY FRESH	Alabama TM No. 115-650 September 30, 2015	Alabama TM No. 115-650 September 30, 2015	NEW DAIRY TRADEMARK HOLDING, LLC
DAIRY FRESH	Alabama TM No. 115-651 September 30, 2015	Alabama TM No. 115-651 September 30, 2015	NEW DAIRY TRADEMARK HOLDING, LLC

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