

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM594502

<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>
Upward Projects, LLC		08/27/2020	Limited Liability Company: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	First Horizon Bank, as Agent		
<b>Street Address:</b>	17851 N 85th St		
<b>Internal Address:</b>	Suite 155		
<b>City:</b>	Scottsdale		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85255		
<b>Entity Type:</b>	Chartered Bank: TENNESSEE		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4835546	JOYRIDE TACO HOUSE	
<b>Registration Number:</b>	4573318	JOYRIDE TACO HOUSE	
<b>Registration Number:</b>	4331914	UPWARD PROJECTS	
<b>Registration Number:</b>	4849187	POSTINO WINECAFE	
<b>Registration Number:</b>	5527569	IL POSTINO	
<b>Registration Number:</b>	4331916	UPWARD PROJECTS	
<b>Registration Number:</b>	3692600	POSTINO	
<b>Registration Number:</b>	3692602	POSTINO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	212.940.6562		
<b>Email:</b>	joanne.arnold@katten.com		
<b>Correspondent Name:</b>	Joanne BL Arnold		
<b>Address Line 1:</b>	Katten		
<b>Address Line 2:</b>	575 Madison Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10022-2585		

CH \$215.00 4835546

<b>NAME OF SUBMITTER:</b>	Joanne BL Arnold
<b>SIGNATURE:</b>	/Joanne BL Arnold/
<b>DATE SIGNED:</b>	08/27/2020
<b>Total Attachments: 5</b> source=6. Trademark Security Agreement (Upward) (Executed)#page1.tif source=6. Trademark Security Agreement (Upward) (Executed)#page2.tif source=6. Trademark Security Agreement (Upward) (Executed)#page3.tif source=6. Trademark Security Agreement (Upward) (Executed)#page4.tif source=6. Trademark Security Agreement (Upward) (Executed)#page5.tif	

TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of August 27, 2020, is made by the undersigned (“Grantor”), in favor of First Horizon Bank (“FHB”), as administrative agent (in such capacity, together with its successors and permitted assigns, the “Agent”) for the Lenders and the L/C Issuers (as defined in the Credit Agreement referred to below) and the other Secured Parties.

WITNESSETH:

WHEREAS, pursuant to the Credit Agreement, dated as of August 27, 2020 (as the same may be amended, restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), among the Borrowers, the other Credit Parties from time to time party thereto, the Lenders and the L/C Issuers from time to time party thereto and FHB, as Agent for the Lenders and the L/C Issuers, the Lenders and the L/C Issuers have severally agreed to make extensions of credit to the Borrowers upon the terms and subject to the conditions set forth therein;

WHEREAS, Grantor has agreed, pursuant to a Guaranty and Security Agreement dated as of August 27, 2020 in favor of the Agent (as the same may be amended, restated, supplemented or otherwise modified from time to time, the “Guaranty and Security Agreement”), to guarantee the Obligations (as defined in the Credit Agreement) of each Borrower; and

WHEREAS, Grantor is party to the Guaranty and Security Agreement pursuant to which Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Lenders, the L/C Issuers and the Agent to enter into the Credit Agreement and to induce the Lenders and the L/C Issuers to make their respective extensions of credit to the Borrowers thereunder, each Grantor hereby agrees with the Agent as follows:

Section 1. Defined Terms. Capitalized terms used herein without definition are used as defined in the Guaranty and Security Agreement.

Section 2. Grant of Security Interest in Trademark Collateral. Grantor, as collateral security for the prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Secured Obligations of Grantor, hereby mortgages, pledges and hypothecates to the Agent for the benefit of the Secured Parties, and grants to the Agent for the benefit of the Secured Parties a Lien on and security interest in, all of its right, title and interest in, to and under the following Collateral of Grantor (the “Trademark Collateral”):

- (a) all of its U.S. registered Trademarks providing for the grant by or to such Grantor of any right under any Trademark, including, without limitation, those referred to on Schedule 1 hereto;

- (b) all renewals and extensions of the foregoing;
- (c) all goodwill of the business connected with the use of, and symbolized by, each such Trademark; and
- (a) all income, royalties, proceeds and Liabilities at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof;

provided, that notwithstanding anything to the contrary in this Trademark Security Agreement, (i) this Trademark Security Agreement shall not constitute a grant of a security interest in any Excluded Property, and (ii) the Trademark Collateral shall not include any Excluded Property.

Section 3. Guaranty and Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Agent pursuant to the Guaranty and Security Agreement and each Grantor hereby acknowledges and agrees that the rights and remedies of the Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Guaranty and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

Section 4. Grantor Remains Liable. Each Grantor hereby agrees that, anything herein to the contrary notwithstanding, such Grantor shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with their Trademarks and IP Licenses subject to a security interest hereunder.

Section 5. Counterparts. 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.


Section 6. Governing Law. The law of the State of New York shall govern all matters arising out of, in connection with or relating to this Trademark Security Agreement, including its validity, interpretation, construction, performance and enforcement. Without limiting the foregoing, this Agreement shall be governed by the provisions of Section 9.18 of the Credit Agreement, which provisions are incorporated herein, *mutatis mutandis*.

[SIGNATURE PAGES FOLLOW]

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

Very truly yours,

**UPWARD PROJECTS, LLC, as Grantor**

By:   
Name: Lauren Bailey  
Title: President

Trademark Security Agreement (Upward Projects)

**TRADEMARK**  
**REEL: 007035 FRAME: 0195**

ACCEPTED AND AGREED  
as of the date first above written:

**FIRST HORIZON BANK,**

as Agent

By: Sarina Benfeld  
Name: SARINA BENFELD  
Title: AUTHORIZED SIGNATORY

SCHEDULE I  
TO  
TRADEMARK SECURITY AGREEMENT

1. REGISTERED TRADEMARKS

Trademark	Registration No.	Registration Date
	4835546	October 20, 2015
JOYRIDE TACO HOUSE	4573318	July 22, 2014
	4331914	May 7, 2013
POSTINO WINECAFE	4849187	November 10, 2015
IL POSTINO	5527569	July 31, 2018
UPWARD PROJECTS	4331916	May 7, 2013
POSTINO <sup>1</sup>	3692600	October 6, 2009
POSTINO <sup>2</sup>	3692602	October 6, 2009

2. TRADEMARK APPLICATIONS

None.

<sup>1</sup> To the extent of the Credit Parties' interests therein pursuant to the Trademark Assignment dated as of August 3, 2020, between LAFPOS Associates, LLC and Upward Projects, LLC.

<sup>2</sup> To the extent of the Credit Parties' interests therein pursuant to the Trademark Assignment dated as of August 3, 2020, between LAFPOS Associates, LLC and Upward Projects, LLC.