

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM607677

| | | | |
|---|--|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Cura Partners Inc. | | 09/22/2020 | Corporation: OREGON |
| RECEIVING PARTY DATA | | | |
| Name: | GLAS Trust Company LLC, as Agent | | |
| Street Address: | 3 Second Street | | |
| City: | Jersey City | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07311 | | |
| Entity Type: | Limited Liability Company: NEW HAMPSHIRE | | |
| PROPERTY NUMBERS Total: 9 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 88339818 | BELIEVE IN CAN | |
| Serial Number: | 88376366 | SELECT BETTER | |
| Serial Number: | 88549790 | SELECT BETTER | |
| Serial Number: | 88514467 | WELCOME TO BETTER | |
| Serial Number: | 87825466 | SELECT | |
| Serial Number: | 87825463 | S | |
| Serial Number: | 87825460 | S SELECT | |
| Serial Number: | 88338643 | S | |
| Serial Number: | 88338635 | S SELECT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2024083141 | | |
| <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> | | | |
| Phone: | 2024083141 | | |
| Email: | jean.paterson@cscglobal.com | | |
| Correspondent Name: | CSC | | |
| Address Line 1: | 1090 Vermont Avenue, NW | | |
| Address Line 4: | Washington, D.C. 20005 | | |
| ATTORNEY DOCKET NUMBER: | 502996 | | |

CH \$240.00 88339818

| | |
|---|---------------|
| NAME OF SUBMITTER: | Jean Paterson |
| SIGNATURE: | /jep/ |
| DATE SIGNED: | 11/09/2020 |
| Total Attachments: 4 source=11-9-20 Cura Partners Inc-TM#page1.tif source=11-9-20 Cura Partners Inc-TM#page2.tif source=11-9-20 Cura Partners Inc-TM#page3.tif source=11-9-20 Cura Partners Inc-TM#page4.tif | |

ASSIGNMENT FOR SECURITY - TRADEMARKS

WHEREAS, CURA PARTNERS INC. (the "Assignor") has adopted, used and is using, and holds all right, title and interest in and to, 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 (the "Trademarks");

WHEREAS, the Assignor has entered into a Pledge and Security Agreement, dated as of January 14, 2020 (as amended, restated, supplemented, modified or otherwise changed from time to time, the "Security Agreement"), in favor of GLAS Trust Company, LLC as the agent for itself and certain lenders (in such capacity, together with its successors and assigns, if any, the "Assignee"); and

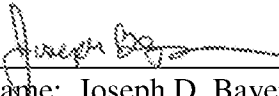
WHEREAS, pursuant to the Security Agreement, the Assignor has assigned to the Assignee and granted to the Assignee for the benefit of the Secured Parties (as defined in the Security Agreement) a continuing security interest in all right, title and interest of the Assignor in, to and under the Trademarks, together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby pledge, convey, sell, assign, transfer and set over unto the Assignee and grants to the Assignee for the benefit of the Assignee and the Secured Parties a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

The Assignor does hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the 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.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of September 22, 2020.

CURA PARTNERS INC.

By: 
Name: Joseph D. Bayern
Title: President

GLAS TRUST COMPANY, LLC., as Agent

By: _____
Name:
Title:

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of September 22, 2020.

CURA PARTNERS INC.

By: _____

Name: Joseph D. Bayern

Title: President

GLAS TRUST COMPANY, LLC., as Agent



DIANNA GULYAU
AVP

SCHEDULE A TO ASSIGNMENT FOR SECURITY - TRADEMARKS

U.S. TRADEMARK REGISTRATIONS

| <u>MARK</u> | <u>REG. NO.</u> | <u>REGISTRATION DATE</u> |
|-------------|-----------------|--------------------------|
| None | | |
| | | |

U.S. TRADEMARK APPLICATIONS

| <u>MARK</u> | <u>APPLICATION NO.</u> | <u>APPLICATION DATE</u> |
|-------------------|------------------------|-------------------------|
| BELIEVE IN CAN | 88339818 | Mar 14 2019 |
| SELECT BETTER | 88376366 | Apr 8 2019 |
| SELECT BETTER | 88549790 | Jul 30 2019 |
| WELCOME TO BETTER | 88514467 | Jul 15 2019 |
| SELECT | 87825466 | Mar 8 2018 |
| S & Design | 87825463 | Mar 8 2018 |
| S SELECT & Design | 87825460 | Mar 8 2018 |
| S & Design | 88338643 | Mar 13 2019 |
| S SELECT & Design | 88338635 | Mar 13 2019 |