

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM631043

|   |  |                       |  |
|---|--|-----------------------|--|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                 |                       |  |
| <b>NATURE OF CONVEYANCE:</b>  | First Lien Trademark Security Agreement        |                       |  |
| <b>CONVEYING PARTY DATA</b>   |  |                       |  |
| <b>Name</b>   | <b>Formerly</b>                                | <b>Execution Date</b> | <b>Entity Type</b>                     |
| American Freight, LLC   |  | 03/10/2021            | Limited Liability Company:<br>DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |  |
| <b>Name:</b>  | JPMorgan Chase Bank, N.A., as Collateral Agent |                       |  |
| <b>Street Address:</b>  | IL1-1145/54/63, P.O. Box 6026                  |                       |  |
| <b>City:</b>  | Chicago  |                       |  |
| <b>State/Country:</b>   | ILLINOIS                                       |                       |  |
| <b>Postal Code:</b>   | 60680-6026                                     |                       |  |
| <b>Entity Type:</b>   | national association: UNITED STATES            |                       |  |
| <b>PROPERTY NUMBERS Total: 5</b>  |  |                       |  |
| <b>Property Type</b>  | <b>Number</b>                                  | <b>Word Mark</b>      |  |
| <b>Registration Number:</b>   | 3875531  | NORDICREST            |  |
| <b>Registration Number:</b>   | 2973591  | STEWART & HAMILTON    |  |
| <b>Registration Number:</b>   | 3362041  | AMERICAN FREIGHT      |  |
| <b>Registration Number:</b>   | 6011201  | FFO HOME              |  |
| <b>Registration Number:</b>   | 6011202  | FFO HOME              |  |
| <b>CORRESPONDENCE DATA</b>  |  |                       |  |
| <b>Fax Number:</b>  | 2138918763                                     |                       |  |
| <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>Email:</b>   | rhonda.deleon@lw.com                           |                       |  |
| <b>Correspondent Name:</b>  | Latham & Watkins LLP                           |                       |  |
| <b>Address Line 1:</b>  | 355 South Grand Avenue                         |                       |  |
| <b>Address Line 4:</b>  | Los Angeles, CALIFORNIA 90071-1560             |                       |  |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 042742-0163                                    |                       |  |
| <b>NAME OF SUBMITTER:</b>   | Rhonda DeLeon                                  |                       |  |
| <b>SIGNATURE:</b>   | /Rhonda DeLeon/                                |                       |  |
| <b>DATE SIGNED:</b>   | 03/10/2021                                     |                       |  |
| <b>Total Attachments: 21</b>  |  |                       |  |

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FIRST LIEN TRADEMARK SECURITY AGREEMENT, dated as of March 10, 2021 (this "Agreement"), among VITAMIN SHOPPE PROCUREMENT SERVICES, LLC ("VSPS"), AMERICAN FREIGHT, LLC ("Freight"), AMERICAN FREIGHT OUTLET STORES, LLC ("Outlet"), BUDDY'S NEWCO, LLC ("Buddy's") and PSP FRANCHISING, LLC ("Franchising", and together with VSPS, Freight, Outlet and Buddy's, individually or collectively as the context requires, the "Grantors") and JPMORGAN CHASE BANK, N.A., as collateral agent (in such capacity, the "Collateral Agent").

Reference is made to (a) that certain First Lien Credit Agreement, dated as of March 10, 2021 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among FRANCHISE GROUP, INC., a Delaware corporation ("Lead Borrower"), VALOR ACQUISITION, LLC, a Delaware limited liability company ("Valor"), FRANCHISE GROUP NEWCO INTERMEDIATE AF, LLC, a Delaware limited liability company ("NewCo AF"), FRANCHISE GROUP NEWCO PSP, LLC, a Delaware limited liability company ("FG Newco PSP", and together with Lead Borrower, Valor and NewCo AF, individually and collectively, the "Borrower"), the Lenders from time to time party thereto and JPMORGAN CHASE BANK, N.A., as the administrative agent, and the Collateral Agent, and (b) that certain First Lien Collateral Agreement, dated as of March 10, 2021 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Collateral Agreement"), among each Borrower, the other grantors from time to time party thereto and the Collateral Agent. The Lenders have agreed to extend credit to the Borrower subject to the terms and conditions set forth in the Credit Agreement. The Grantors are Affiliates of the Lead Borrower and are willing to execute and deliver this Agreement in order to induce the Lenders to make additional Loans and/or as consideration for Loans previously made. Accordingly, the parties hereto agree as follows:

SECTION 1. Terms. Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Collateral Agreement. The rules of construction specified in Section 1.01(b) of the Collateral Agreement also apply to this Agreement.

SECTION 2. Grant of Security Interest. As security for the payment or performance, as the case may be, in full of the Secured Obligations, each Grantor hereby grants to the Collateral Agent, together with its permitted successors and assigns, for the benefit of the Secured Parties, a security interest (the "Security Interest") in all of such Grantor's right, title and interest in, to and under (a) the United States Trademark registrations and Trademark applications listed on Schedule I attached hereto, (b) all of the goodwill of such Grantor's business connected with the use of and symbolized by such Trademarks, (c) all rights to sue or otherwise recover for any past, present and future infringement, dilution, or other violation thereof, (d) all Proceeds of the foregoing, including, without limitation, license fees, royalties, income, payments, claims, damages, proceeds of suit and other payments now or hereafter due and/or payable with respect thereto, and (e) all other rights of any kind accruing thereunder or pertaining thereto throughout the world (the "Trademark Collateral"). This Agreement is not to be construed as an assignment of any trademark or trademark application. Notwithstanding anything herein to the contrary, the Trademark Collateral shall not include, and in no event shall the Security Interest attach to, any intent-to-use trademark applications filed in the United States Patent and Trademark Office, pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. Section 1051, prior to the accepted filing of a "Statement of Use" or an "Amendment to Allege Use" with respect thereto, solely to the extent, if

any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent to use application under applicable federal law. Notwithstanding anything to the contrary herein, in no event shall the Trademark Collateral include, and in no event shall the Security Interest extend to, any Excluded Assets.

SECTION 3. Collateral Agreement and Intercreditor Agreements. Each Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the Trademark Collateral are more fully set forth in the Collateral Agreement and the Intercreditor Agreements, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the terms of the Collateral Agreement or any Intercreditor Agreement, the terms of the Collateral Agreement or such Intercreditor Agreement, as applicable, shall govern.

SECTION 4. Termination. Subject to Section 5.13 of the Collateral Agreement, at such time as (a) the Commitments shall have expired or been terminated and (b) all Secured Obligations, including the principal of and interest on each Loan and all fees, expenses and other amounts (excluding contingent obligations as to which no claim has been made or which are otherwise not due) payable under any Loan Document, any Secured Swap Obligation and any Secured Cash Management Obligation, shall have been paid in full in cash, the security interest granted herein shall automatically terminate and the Collateral Agent shall execute, acknowledge, and deliver to each Grantor an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademark Collateral under this Agreement. Any execution and delivery of documents by the Collateral Agent pursuant to this Section 4 shall be without warranty by the Collateral Agent or any other Secured Party.

SECTION 5. Counterparts. This Agreement may be executed in counterparts (and by different parties hereto on different counterparts), each of which shall constitute an original but all of which when taken together shall constitute a single contract. Delivery of an executed signature page to this Agreement by facsimile or other electronic transmission shall be effective as delivery of a manually signed counterpart of this Agreement.

SECTION 6. Governing Law. This Agreement shall be construed in accordance with and governed by the laws of the State of New York.

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

**AMERICAN FREIGHT OUTLET STORES, LLC, as a Grantor**

By:   
Name: Will Powell  
Title: President

**AMERICAN FREIGHT, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Brian Kahn  
Title: President and Chief Executive Officer

**BUDDY'S NEWCO, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Michael Bennett  
Title: Chief Executive Officer

**PSP FRANCHISING, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Brian Kahn  
Title: Vice President

**VITAMIN SHOPPE PROCUREMENT SERVICES, LLC, as a Grantor**

By: Vitamin Shoppe Industries LLC, its sole member

By: \_\_\_\_\_  
Name: Laura Coffey  
Title: Chief Financial Officer

[Signature Page to First Lien Trademark Security Agreement]

**TRADEMARK  
REEL: 007216 FRAME: 0584**

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

**AMERICAN FREIGHT OUTLET STORES, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Will Powell  
Title: President

**AMERICAN FREIGHT, LLC, as a Grantor**

By:  \_\_\_\_\_  
Name: Brian Kahn  
Title: President and Chief Executive Officer

**BUDDY'S NEWCO, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Michael Bennett  
Title: Chief Executive Officer

**PSP FRANCHISING, LLC, as a Grantor**

By:  \_\_\_\_\_  
Name: Brian Kahn  
Title: Vice President

**VITAMIN SHOPPE PROCUREMENT SERVICES, LLC, as a Grantor**

By: Vitamin Shoppe Industries LLC, its sole member

By: \_\_\_\_\_  
Name: Laura Coffey  
Title: Chief Financial Officer

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

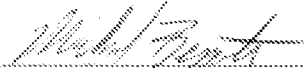
**AMERICAN FREIGHT OUTLET STORES, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Will Powell  
Title: President

**AMERICAN FREIGHT, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Brian Kahn  
Title: President and Chief Executive Officer

**BUDDY'S NEWCO, LLC, as a Grantor**

By:  \_\_\_\_\_  
Name: Michael Bennett  
Title: Chief Executive Officer

**PSP FRANCHISING, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Brian Kahn  
Title: Vice President

**VITAMIN SHOPPE PROCUREMENT SERVICES, LLC, as a Grantor**

By: Vitamin Shoppe Industries LLC, its sole member

By: \_\_\_\_\_  
Name: Laura Coffey  
Title: Chief Financial Officer

{Signature Page to First Lien Trademark Security Agreement}

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

**AMERICAN FREIGHT OUTLET STORES, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Will Powell  
Title: President

**AMERICAN FREIGHT, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Brian Kahn  
Title: President and Chief Executive Officer

**BUDDY'S NEWCO, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Michael Bennett  
Title: Chief Executive Officer

**PSP FRANCHISING, LLC, as a Grantor**

By: \_\_\_\_\_  
Name: Brian Kahn  
Title: Vice President

**VITAMIN SHOPPE PROCUREMENT SERVICES, LLC, as a Grantor**

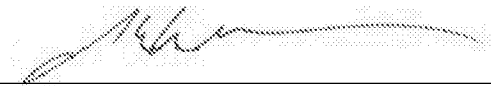
By: Vitamin Shoppe Industries LLC, its sole member

By:  \_\_\_\_\_  
Name: Laura Coffey  
Title: Chief Financial Officer

[Signature Page to First Lien Trademark Security Agreement]



**JPMORGAN CHASE BANK, N.A., as**  
Collateral Agent

By:  \_\_\_\_\_

Name: James A. Knight  
Title: Executive Director

Schedule I

| Trademark                                  | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|--|--------------------|------------------|---------------------|-------------------|--|
| V  | App 90503791       | App 02-FEB-2021  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| Design Only                                | App 90503788       | App 02-FEB-2021  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| FITFACTOR                                  | App 90501026       | App 01-FEB-2021  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| LIFELONG WELLNESS STARTS HERE <sup>1</sup> | App 90468343       | App 16-JAN-2021  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| CBD HQ <sup>2</sup>                        | App 88837553       | App 17-MAR-2020  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PLNT                                       | App 88516509       | App 16-JUL-2019  | 6109165             | 21-JUL-2020       | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PLNT                                       | App 88516517       | App 16-JUL-2019  | 6109166             | 21-JUL-2020       | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PLNT                                       | App 88516523       | App 16-JUL-2019  | 6109167             | 21-JUL-2020       | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| QUALITY PROMISE V TESTED & TRUSTED         | App 88476269       | App 17-JUN-2019  | 6267464             | 09-FEB-2021       | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ONLY ME                                    | App 88410471       | App 01-MAY-2019  | 6262498             | 02-FEB-2021       | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| FIT FACTOR WEIGHT MANAGEMENT SYSTEM        | App 88398383       | App 23-APR-2019  | Reg 6196095         | Reg 10-NOV-2020   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| Design Only                                | App 88398399       | App 23-APR-2019  | Reg 6234501         | Reg 29-DEC-2020   | VITAMIN SHOPPE                           |

<sup>1</sup> This trademark application is for an intent-to-use trademark.

<sup>2</sup> This trademark application is for an intent-to-use trademark.

| Trademark                               | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|---|--------------------|------------------|---------------------|-------------------|--|
|   |                    |                  |                     |                   | PROCUREMENT SERVICES, LLC                |
| FIT FACTOR WEIGHT MANAGEMENT SYSTEM     | App 88398412       | App 23-APR-2019  | Reg 6234502         | Reg 29-DEC-2020   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| TRUE ATHLETE                            | App 88398597       | App 23-APR-2019  | Reg 6206572         | Reg 24-NOV-2020   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| VTHRIVE THE VITAMIN SHOPPE <sup>3</sup> | App 88337522       | App 13-MAR-2019  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| VTHRIVE THE VITAMIN SHOPPE <sup>4</sup> | App 88337530       | App 13-MAR-2019  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| VSHOP <sup>5</sup>                      | App 88325510       | App 05-MAR-2019  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| VSHOP <sup>6</sup>                      | App 88325513       | App 05-MAR-2019  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| VSHOPPE <sup>7</sup>                    | App 88325520       | App 05-MAR-2019  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| VSHOPPE <sup>8</sup>                    | App 88325527       | App 05-MAR-2019  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| VITA SHOPPE <sup>9</sup>                | App 88325529       | App 05-MAR-2019  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |

<sup>3</sup> This trademark application is for an intent-to-use trademark.

<sup>4</sup> This trademark application is for an intent-to-use trademark.

<sup>5</sup> This trademark application is for an intent-to-use trademark.

<sup>6</sup> This trademark application is for an intent-to-use trademark.

<sup>7</sup> This trademark application is for an intent-to-use trademark.

<sup>8</sup> This trademark application is for an intent-to-use trademark.

<sup>9</sup> This trademark application is for an intent-to-use trademark.

| Trademark                               | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|---|--------------------|------------------|---------------------|-------------------|--|
| VITA SHOPPE <sup>10</sup>               | App 88325534       | App 05-MAR-2019  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| THRIVE EVERY DAY                        | App 88320340       | App 28-FEB-2019  | Reg 5850922         | Reg 03-SEP-2019   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| INSPIRE, NOURISH, THRIVE EVERY DAY.     | App 87536419       | App 20-JUL-2017  | Reg 5471372         | Reg 15-MAY-2018   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| FLASH POINT                             | App 87428182       | App 27-APR-2017  | Reg 5339974         | Reg 21-NOV-2017   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| NUTRIFORCE                              | App 87168439       | App 12-SEP-2016  | Reg 5470424         | Reg 15-MAY-2018   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| THRIVE EVERY DAY                        | App 87044731       | App 20-MAY-2016  | Reg 6013881         | Reg 17-MAR-2020   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| V THE VITAMIN SHOPPE <sup>11</sup>      | App 86984088       | App 11-FEB-2016  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| V THE VITAMIN SHOPPE <sup>12</sup>      | App 86984087       | App 11-FEB-2016  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| V THE VITAMIN SHOPPE                    | App 86905555       | App 11-FEB-2016  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| V THE VITAMIN SHOPPE                    | App 86905620       | App 11-FEB-2016  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| V THE VITAMIN SHOPPE                    | App 86905628       | App 11-FEB-2016  | N/A                 | N/A               | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| V THE VITAMIN SHOPPE EVERY BODY MATTERS | App 86905614       | App 11-FEB-2016  | N/A                 | N/A               | VITAMIN SHOPPE                           |

<sup>10</sup> This trademark application is for an intent-to-use trademark.

<sup>11</sup> This trademark application is for an intent-to-use trademark.

<sup>12</sup> This trademark application is for an intent-to-use trademark.

| Trademark                | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|--------------------------|--------------------|------------------|---------------------|-------------------|--|
|                          |                    |                  |                     |                   | PROCUREMENT SERVICES, LLC                |
| APPEFIT                  | App 86887016       | App 26-JAN-2016  | Reg 5167916         | Reg 21-MAR-2017   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ISOTECH42                | App 86767474       | App 24-SEP-2015  | Reg 5083486         | Reg 15-NOV-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| HEXATEIN-SR              | App 86622086       | App 07-MAY-2015  | Reg 4984946         | Reg 21-JUN-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| FIT FAREWELL             | App 86618486       | App 04-MAY-2015  | Reg 4859756         | Reg 24-NOV-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| HEALTHY HELLO            | App 86618494       | App 04-MAY-2015  | Reg 4870370         | Reg 15-DEC-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| +PLUS SERIES             | App 86618506       | App 04-MAY-2015  | Reg 5105817         | Reg 20-DEC-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| GLUTAMINE+PLUS<br>Cross  | App 86604616       | App 21-APR-2015  | Reg 4846035         | Reg 03-NOV-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PROBIOCARE               | App 86570293       | App 19-MAR-2015  | Reg 4980831         | Reg 21-JUN-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| MYTRITION                | App 86550358       | App 02-MAR-2015  | Reg 4785994         | Reg 04-AUG-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| MUSCLE &<br>PERFORMANCE  | App 86534345       | App 13-FEB-2015  | Reg 4795259         | Reg 18-AUG-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| SHARE THE HEALTH         | App 86487709       | App 22-DEC-2014  | Reg 4891587         | Reg 26-JAN-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| SHARE THE HEALTH<br>EXPO | App 86487681       | App 22-DEC-2014  | Reg 4891586         | Reg 26-JAN-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PRE-EFFECT               | App 86454315       | App 14-NOV-2014  | Reg 4914856         | Reg 08-MAR-2016   | VITAMIN SHOPPE                           |

| Trademark                  | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|----------------------------|--------------------|------------------|---------------------|-------------------|--|
|                            |                    |                  |                     |                   | PROCUREMENT SERVICES, LLC                |
| TRUE ATHLETE               | App 86446749       | App 06-NOV-2014  | Reg 4943994         | Reg 26-APR-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ULTIMATE WOMAN 50+         | App 86100492       | App 24-OCT-2013  | Reg 4555446         | Reg 24-JUN-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| NEXT STEP                  | App 86100506       | App 24-OCT-2013  | Reg 4800323         | Reg 25-AUG-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| FIT N' FULL SHAKE          | App 86097640       | App 22-OCT-2013  | Reg 4728519         | Reg 28-APR-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| BURN N' BOOST              | App 86098000       | App 22-OCT-2013  | Reg 4736083         | Reg 12-MAY-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| LEAN N' GREEN              | App 86098009       | App 22-OCT-2013  | Reg 4827646         | Reg 06-OCT-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| FORMULEAN                  | App 86098015       | App 22-OCT-2013  | Reg 4728521         | Reg 28-APR-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| GREEN COFFEE 400           | App 86098024       | App 22-OCT-2013  | Reg 4728522         | Reg 28-APR-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| GREEN COFFEE 400+          | App 86098033       | App 22-OCT-2013  | Reg 4728523         | Reg 28-APR-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PURE LIVING NATURALLY TRUE | App 86976028       | App 07-OCT-2013  | Reg 4709703         | Reg 24-MAR-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PLNT                       | App 86081607       | App 03-OCT-2013  | Reg 4914180         | Reg 08-MAR-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| CARB SHREDDER              | App 86081774       | App 03-OCT-2013  | Reg 4853514         | Reg 17-NOV-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| CHEWY PANDA VITES          | App 86081782       | App 03-OCT-2013  | Reg 4651468         | Reg 09-DEC-2014   | VITAMIN SHOPPE                           |

| Trademark               | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|-------------------------|--------------------|------------------|---------------------|-------------------|--|
|                         |                    |                  |                     |                   | PROCUREMENT SERVICES, LLC                |
| COMFORT IRON            | App 86081786       | App 03-OCT-2013  | Reg 4669660         | Reg 13-JAN-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| FROM THE EARTH          | App 86081790       | App 03-OCT-2013  | Reg 4525833         | Reg 06-MAY-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ESPECIALLY FOR MEN      | App 86081798       | App 03-OCT-2013  | Reg 4525834         | Reg 06-MAY-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ULTIMATE '10' PROBIOTIC | App 86081807       | App 03-OCT-2013  | Reg 4665678         | Reg 06-JAN-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ULTIMATE MAN GOLD       | App 86081811       | App 03-OCT-2013  | Reg 4600121         | Reg 09-SEP-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ULTIMATE WOMAN GOLD     | App 86081814       | App 03-OCT-2013  | Reg 4600122         | Reg 09-SEP-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ULTIMATE GOLD           | App 86081822       | App 03-OCT-2013  | Reg 4600123         | Reg 09-SEP-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PLNT                    | App 86976034       | App 03-OCT-2013  | Reg 4721703         | Reg 14-APR-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| NITRULLINE              | App 86074739       | App 25-SEP-2013  | Reg 4525617         | Reg 06-MAY-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| TRIBULUS-PRO            | App 86074750       | App 25-SEP-2013  | Reg 4525618         | Reg 06-MAY-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| NEXT STEP               | App 86073151       | App 24-SEP-2013  | Reg 4800288         | Reg 25-AUG-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| TECH X PRE-EFFECT       | App 85930257       | App 13-MAY-2013  | Reg 4735829         | Reg 12-MAY-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| VITA GROOVES            | App 85885635       | App 25-MAR-2013  | Reg 4629359         | Reg 28-OCT-2014   | VITAMIN SHOPPE                           |

| Trademark                      | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|--------------------------------|--------------------|------------------|---------------------|-------------------|--|
|                                |                    |                  |                     |                   | PROCUREMENT SERVICES, LLC                |
| BODYTECH                       | App 85828710       | App 22-JAN-2013  | Reg 4716920         | Reg 07-APR-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| BODYTECH                       | App 85821158       | App 11-JAN-2013  | Reg 4526654         | Reg 06-MAY-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PROBIOCARE                     | App 85777781       | App 13-NOV-2012  | Reg 4998501         | Reg 12-JUL-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ELEMENTS FOR HAIR, SKIN, NAILS | App 85768478       | App 31-OCT-2012  | Reg 4664215         | Reg 30-DEC-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PERSONAL PACKS                 | App 85768517       | App 31-OCT-2012  | Reg 4664216         | Reg 30-DEC-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| EVERY BODY MATTERS             | App 85727922       | App 13-SEP-2012  | Reg 4998466         | Reg 12-JUL-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| V                              | App 85983124       | App 14-JUN-2012  | Reg 4668290         | Reg 06-JAN-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| V                              | App 85651957       | App 14-JUN-2012  | Reg 4877855         | Reg 29-DEC-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| MYTRITION                      | App 85646812       | App 08-JUN-2012  | Reg 4419460         | Reg 15-OCT-2013   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| CALM ZONE MAGNESIUM            | App 85642012       | App 04-JUN-2012  | Reg 4530185         | Reg 13-MAY-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| Design Only                    | App 85634040       | App 24-MAY-2012  | Reg 4278959         | Reg 22-JAN-2013   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| TRUE ATHLETE                   | App 85600782       | App 18-APR-2012  | Reg 4916333         | Reg 15-MAR-2016   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| NUTRITION DEPOT                | App 85575560       | App 21-MAR-2012  | Reg 4682386         | Reg 03-FEB-2015   | VITAMIN SHOPPE                           |



| Trademark                     | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|-------------------------------|--------------------|------------------|---------------------|-------------------|--|
|                               |                    |                  |                     |                   | PROCUREMENT SERVICES, LLC                |
| NUTRITION DEPOT               | App 85982612       | App 21-MAR-2012  | Reg 4733901         | Reg 12-MAY-2015   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| SIMPLY SMART                  | App 85534631       | App 06-FEB-2012  | Reg 4641558         | Reg 18-NOV-2014   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| HEALTH ENTHUSIAST             | App 85440600       | App 06-OCT-2011  | Reg 4270680         | Reg 08-JAN-2013   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| TRUE ATHLETE NATURALLY DRIVEN | App 85317783       | App 11-MAY-2011  | Reg 4081397         | Reg 03-JAN-2012   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| AMAZING WELLNESS              | App 85237619       | App 09-FEB-2011  | Reg 4050886         | Reg 01-NOV-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PRIMALPRO                     | App 85211829       | App 06-JAN-2011  | Reg 4039828         | Reg 11-OCT-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ELECTROLYTE FIZZ              | App 85164185       | App 28-OCT-2010  | Reg 4027248         | Reg 13-SEP-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| RESERVIE                      | App 85158876       | App 22-OCT-2010  | Reg 4023878         | Reg 06-SEP-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| DIGEST EXTRA                  | App 85067697       | App 21-JUN-2010  | Reg 4010359         | Reg 09-AUG-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| PRIMALJAX                     | App 85042536       | App 19-MAY-2010  | Reg 3952545         | Reg 26-APR-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| TRUE ATHLETE                  | App 85037331       | App 13-MAY-2010  | Reg 4057133         | Reg 15-NOV-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| CRITICAL AMINOS XT            | App 85037335       | App 13-MAY-2010  | Reg 4010235         | Reg 09-AUG-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| S                             | App 85028572       | App 03-MAY-2010  | Reg 3886398         | Reg 07-DEC-2010   | VITAMIN SHOPPE                           |

| Trademark                     | Application Number | Application Date | Registration Number | Registration Date | Owner Name                               |
|-------------------------------|--------------------|------------------|---------------------|-------------------|--|
|                               |                    |                  |                     |                   | PROCUREMENT SERVICES, LLC                |
| BREATHPEP                     | App 77939104       | App 18-FEB-2010  | Reg 3948990         | Reg 19-APR-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| SUPERSUPPLEMENTS              | App 77846482       | App 12-OCT-2009  | Reg 3799032         | Reg 08-JUN-2010   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| AMAZING WELLNESS              | App 77775435       | App 07-JUL-2009  | Reg 3935082         | Reg 22-MAR-2011   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ACTIVE-C                      | App 77725721       | App 30-APR-2009  | Reg 3789496         | Reg 18-MAY-2010   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| SUPERSUPPLEMENTS              | App 77640835       | App 29-DEC-2008  | Reg 3727489         | Reg 22-DEC-2009   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ULTIMATE MAN ELITE            | App 77074132       | App 02-JAN-2007  | Reg 3349216         | Reg 04-DEC-2007   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| MIRACLE FIBER                 | App 77022947       | App 17-OCT-2006  | Reg 3294544         | Reg 18-SEP-2007   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ULTIMATE MAN                  | App 78922844       | App 05-JUL-2006  | Reg 3378676         | Reg 05-FEB-2008   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| ULTIMATE WOMAN                | App 78922849       | App 05-JUL-2006  | Reg 3373042         | Reg 22-JAN-2008   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| THE VITAMIN SHOPPE SINCE 1977 | App 78802195       | App 30-JAN-2006  | Reg 3241641         | Reg 15-MAY-2007   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| THE VITAMIN SHOPPE SINCE 1977 | App 78799895       | App 26-JAN-2006  | Reg 3183591         | Reg 12-DEC-2006   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| S                             | App 78631397       | App 17-MAY-2005  | Reg 3090067         | Reg 09-MAY-2006   | VITAMIN SHOPPE PROCUREMENT SERVICES, LLC |
| S SUPERSUPPLEMENTS            | App 78630096       | App 13-MAY-2005  | Reg 3285545         | Reg 28-AUG-2007   | VITAMIN SHOPPE                           |

| <b>Trademark</b>                                | <b>Application Number</b> | <b>Application Date</b>    | <b>Registration Number</b> | <b>Registration Date</b>   | <b>Owner Name</b>                           |
|---|---------------------------|----------------------------|----------------------------|----------------------------|---|
| <b>Cross References:</b> S<br>SUPER SUPPLEMENTS |                           |                            |                            |                            | PROCUREMENT SERVICES, LLC                   |
| HYDROTHERM                                      | <b>App</b><br>78587201    | <b>App</b> 15-<br>MAR-2005 | <b>Reg</b> 3190036         | <b>Reg</b> 26-DEC-<br>2006 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| AMERICA'S HEALTH<br>SUPERSTORE                  | <b>App</b><br>78507280    | <b>App</b> 28-<br>OCT-2004 | <b>Reg</b> 3030896         | <b>Reg</b> 13-DEC-<br>2005 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| HEALTHY AWARDS                                  | <b>App</b><br>78446059    | <b>App</b> 06-<br>JUL-2004 | <b>Reg</b> 3133952         | <b>Reg</b> 22-<br>AUG-2006 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| WE TAKE VITAMINS<br>SERIOUSLY                   | <b>App</b><br>78426082    | <b>App</b> 27-<br>MAY-2004 | <b>Reg</b> 2967041         | <b>Reg</b> 12-JUL-<br>2005 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| NUTRITION DEPOT                                 | <b>App</b><br>78337961    | <b>App</b> 08-<br>DEC-2003 | <b>Reg</b> 2916393         | <b>Reg</b> 04-JAN-<br>2005 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| VITAMIN ADVISOR                                 | <b>App</b><br>76517253    | <b>App</b> 27-<br>MAY-2003 | <b>Reg</b> 2855726         | <b>Reg</b> 22-JUN-<br>2004 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| BODYTECH  | <b>App</b><br>78070985    | <b>App</b> 26-<br>JUN-2001 | <b>Reg</b> 2872484         | <b>Reg</b> 10-<br>AUG-2004 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| THE VITAMIN SHOPPE<br>SINCE 1977                | <b>App</b><br>76174901    | <b>App</b> 04-<br>DEC-2000 | <b>Reg</b> 2737734         | <b>Reg</b> 15-JUL-<br>2003 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| THE VITAMIN SHOPPE<br>SINCE 1977                | <b>App</b><br>76175001    | <b>App</b> 04-<br>DEC-2000 | <b>Reg</b> 2737735         | <b>Reg</b> 15-JUL-<br>2003 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| THE VITAMIN SHOPPE                              | <b>App</b><br>75863099    | <b>App</b> 02-<br>DEC-1999 | <b>Reg</b> 2481640         | <b>Reg</b> 28-<br>AUG-2001 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| THE VITAMIN SHOPPE                              | <b>App</b><br>75980453    | <b>App</b> 02-<br>DEC-1999 | <b>Reg</b> 2481906         | <b>Reg</b> 28-<br>AUG-2001 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| DAILY VM CAPS                                   | <b>App</b><br>74457453    | <b>App</b> 12-<br>NOV-1993 | <b>Reg</b> 1857466         | <b>Reg</b> 11-OCT-<br>1994 | VITAMIN SHOPPE<br>PROCUREMENT SERVICES, LLC |
| NORDICREST                                      | <b>App</b><br>77812162    | <b>App</b> 25-<br>AUG-2009 | <b>Reg</b> 3875531         | <b>Reg</b> 16-<br>NOV-2010 | AMERICAN<br>FREIGHT, LLC                    |

| Trademark   | Application Number | Application Date | Registration Number | Registration Date | Owner Name                          |
|---|--------------------|------------------|---------------------|-------------------|-------------------------------------|
| STEWART & HAMILTON  | App 78283066       | App 5-AUG-2003   | Reg 2973591         | Reg 19-JUL-2005   | AMERICAN FREIGHT, LLC               |
| AMERICAN FREIGHT  | App 77161364       | App 20-APR-2007  | Reg 3362041         | Reg 1-JAN-2008    | AMERICAN FREIGHT, LLC               |
| AMERICAN FREIGHT APPLIANCE FURNITURE MATTRESS <sup>13</sup> | App 88820904       | App 4-MAR-2020   | N/A                 | N/A               | AMERICAN FREIGHT, LLC               |
| AMERICAN FREIGHT FURNITURE MATTRESS APPLIANCE <sup>14</sup> | App 88820899       | App 4-MAR-2020   | N/A                 | N/A               | AMERICAN FREIGHT, LLC               |
| FFO HOME  | App 88315276       | App 25-FEB-2019  | Reg 6011201         | Reg 17-MAR-2020   | AMERICAN FREIGHT, LLC               |
| FFO HOME And Design   | App 88315289       | App 25-FEB-2019  | Reg 6011202         | Reg 17-MAR-2020   | AMERICAN FREIGHT, LLC               |
| NATURAL ELEMENTS <sup>15</sup>                              | App 88317049       | App 26-FEB-2019  | N/A                 | N/A               | AMERICAN FREIGHT, LLC               |
| LEASE IT. LOVE IT. OWN IT.                                  | App 87529286       | App 14-JUL-2017  | Reg 5593110         | Reg 30-OCT-2018   | AMERICAN FREIGHT OUTLET STORES, LLC |
| SLIGHTLY IMPERFECT PERFECT PRICES                           | App 88117413       | App 14-SEP-2018  | Reg 6019784         | Reg 24-MAR-2020   | AMERICAN FREIGHT OUTLET STORES, LLC |
| HOME & APPLIANCE OUTLET <sup>16</sup>                       | App 88277307       | App 25-JAN-2019  | N/A                 | N/A               | AMERICAN FREIGHT OUTLET STORES, LLC |
| HOME & APPLIANCE OUTLET <sup>17</sup>                       | App 88277314       | App 25-JAN-2019  | N/A                 | N/A               | AMERICAN FREIGHT OUTLET STORES, LLC |
| LEASE IT. LOVE IT. OWN IT. <sup>18</sup>                    | App 87885247       | App 19-APR-2018  | N/A                 | N/A               | AMERICAN FREIGHT OUTLET STORES, LLC |
| OutletWorks! <sup>19</sup>                                  | App 88650162       | App 10-OCT-2019  | N/A                 | N/A               | AMERICAN FREIGHT                    |

<sup>13</sup> This trademark application is for an intent-to-use trademark.

<sup>14</sup> This trademark application is for an intent-to-use trademark.

<sup>15</sup> This trademark application is for an intent-to-use trademark.

<sup>16</sup> This trademark application is for an intent-to-use trademark.

<sup>17</sup> This trademark application is for an intent-to-use trademark.

<sup>18</sup> This trademark application is for an intent-to-use trademark.

<sup>19</sup> This trademark application is for an intent-to-use trademark.

| Trademark                                     | Application Number | Application Date | Registration Number | Registration Date | Owner Name                          |
|---|--------------------|------------------|---------------------|-------------------|-------------------------------------|
|   |                    |                  |                     |                   | OUTLET STORES, LLC                  |
| THE DISCOUNT FACTORY <sup>20</sup>            | App 88691089       | App 13-NOV-2019  | N/A                 | N/A               | AMERICAN FREIGHT OUTLET STORES, LLC |
| WarehouseWorks! <sup>21</sup>                 | App 88650157       | App 10-OCT-2019  | N/A                 | N/A               | AMERICAN FREIGHT OUTLET STORES, LLC |
| ValueWorks! <sup>22</sup>                     | App 88650148       | App 10-OCT-2019  | N/A                 | N/A               | AMERICAN FREIGHT OUTLET STORES, LLC |
| BUDDY'S HOME FURNISHINGS                      | App 88496231       | App 1-JUL-2019   | Reg 5971883         | Reg 28-JAN-2020   | BUDDY'S NEWCO, LLC                  |
| FLEXI   | App 76700351       | App 13-NOV-2009  | Reg 3816013         | Reg 13-JUL-2010   | BUDDY'S NEWCO, LLC                  |
| FLEXI COMPRAS                                 | App 88500327       | App 3-JUL-2019   | Reg 6122083         | Reg 11-AUG-2020   | BUDDY'S NEWCO, LLC                  |
| ALL YOU NEED FROM CARE-TO-PLAY! <sup>23</sup> | App 90390176       | App 17-DEC-2020  | N/A                 | N/A               | PSP FRANCHISING, LLC                |
| DELICIOUS NUTRITIOUS MITTEN APPROVED M        | App 88248760       | App 03-JAN-2019  | Reg 5869942         | Reg 24-SEP-2019   | PSP FRANCHISING, LLC                |
| FINS FIRST <sup>24</sup>                      | App 88711818       | App 02-DEC-2019  | N/A                 | N/A               | PSP FRANCHISING, LLC                |
| FINS FIRST <sup>25</sup>                      | App 90281583       | App 27-OCT-2020  | N/A                 | N/A               | PSP FRANCHISING, LLC                |
| GO WILD                                       | App 86733086       | App 21-AUG-2015  | Reg 5024014         | Reg 16-AUG-2016   | PSP FRANCHISING, LLC                |
| GO WILD. R                                    | App 86768877       | App 25-SEP-2015  | Reg 5428827         | Reg 20-MAR-2018   | PSP FRANCHISING, LLC                |
| GREAT PRICES. NO BEGGING.                     | App 85397974       | App 15-AUG-2011  | Reg 4235030         | Reg 30-OCT-2012   | PSP FRANCHISING, LLC                |

<sup>20</sup> This trademark application is for an intent-to-use trademark.

<sup>21</sup> This trademark application is for an intent-to-use trademark.

<sup>22</sup> This trademark application is for an intent-to-use trademark.

<sup>23</sup> This trademark application is for an intent-to-use trademark.

<sup>24</sup> This trademark application is for an intent-to-use trademark.

<sup>25</sup> This trademark application is for an intent-to-use trademark.

| Trademark   | Application Number | Application Date | Registration Number | Registration Date | Owner Name           |
|---|--------------------|------------------|---------------------|-------------------|----------------------|
| GREAT RIVER   | App 85428915       | App 22-SEP-2011  | Reg 4269251         | Reg 01-JAN-2013   | PSP FRANCHISING, LLC |
| GREAT RIVER NATURALS  | App 85428919       | App 22-SEP-2011  | Reg 4283685         | Reg 29-JAN-2013   | PSP FRANCHISING, LLC |
| M   | App 88248771       | App 03-JAN-2019  | Reg 5869943         | Reg 24-SEP-2019   | PSP FRANCHISING, LLC |
| MINUS THE HASSLE  | App 87008818       | App 21-APR-2016  | Reg 5487103         | Reg 05-JUN-2018   | PSP FRANCHISING, LLC |
| MISSY   | App 86113269       | App 08-NOV-2013  | Reg 4700861         | Reg 10-MAR-2015   | PSP FRANCHISING, LLC |
| MITTEN'S MORSELS  | App 87735226       | App 27-DEC-2017  | Reg 5863706         | Reg 17-SEP-2019   | PSP FRANCHISING, LLC |
| MITTEN'S PICKINS <sup>26</sup>  | App 90523634       | App 10-FEB-2021  |                     |                   | PSP FRANCHISING, LLC |
| PET SUPPLIES "PLUS"   | App 74113703       | App 08-NOV-1990  | Reg 1708560         | Reg 18-AUG-1992   | PSP FRANCHISING, LLC |
| PET SUPPLIES PLUS   | App 74113704       | App 08-NOV-1990  | Reg 1712087         | Reg 01-SEP-1992   | PSP FRANCHISING, LLC |
| PET SUPPLIES PLUS PLAYBOX <sup>27</sup>                                     | App 88925245       | App 20-MAY-2020  | N/A                 | N/A               | PSP FRANCHISING, LLC |
| PET SUPPLIES PLUS PREFERRED PET CLUB NEIGHBOR REWARDS PROGRAM <sup>28</sup> | App 88539885       | App 26-JUL-2019  | N/A                 | N/A               | PSP FRANCHISING, LLC |
| PLAY ON <sup>29</sup>   | App 90324623       | App 17-NOV-2020  | N/A                 | N/A               | PSP FRANCHISING, LLC |
| PLAY ON   | App 88176434       | App 31-OCT-2018  | Reg 6075789         | Reg 09-JUN-2020   | PSP FRANCHISING, LLC |
| PLAY ON! <sup>30</sup>  | App 90324631       | App 17-NOV-2020  | N/A                 | N/A               | PSP FRANCHISING, LLC |

<sup>26</sup> This trademark application is for an intent-to-use trademark.

<sup>27</sup> This trademark application is for an intent-to-use trademark.

<sup>28</sup> This trademark application is for an intent-to-use trademark.

<sup>29</sup> This trademark application is for an intent-to-use trademark.

<sup>30</sup> This trademark application is for an intent-to-use trademark.

| Trademark   | Application Number | Application Date | Registration Number | Registration Date | Owner Name           |
|---|--------------------|------------------|---------------------|-------------------|----------------------|
| PS+   | App 85977827       | App 25-OCT-2010  | Reg 4262691         | Reg 18-DEC-2012   | PSP FRANCHISING, LLC |
| PS+   | App 85981980       | App 25-OCT-2010  | Reg 4569758         | Reg 15-JUL-2014   | PSP FRANCHISING, LLC |
| PS+   | App 85980581       | App 25-OCT-2010  | Reg 4482681         | Reg 11-FEB-2014   | PSP FRANCHISING, LLC |
| PS+   | App 85747943       | App 08-OCT-2012  | Reg 4478851         | Reg 04-FEB-2014   | PSP FRANCHISING, LLC |
| PS+   | App 86440701       | App 31-OCT-2014  | Reg 5514007         | Reg 10-JUL-2018   | PSP FRANCHISING, LLC |
| R GO WILD.  | App 86768894       | App 25-SEP-2015  | Reg 5428828         | Reg 20-MAR-2018   | PSP FRANCHISING, LLC |
| REDFORD NATURALS                                  | App 86657465       | App 10-JUN-2015  | Reg 5004745         | Reg 19-JUL-2016   | PSP FRANCHISING, LLC |
| REDFORD NATURALS                                  | App 86768856       | App 25-SEP-2015  | Reg 5014577         | Reg 02-AUG-2016   | PSP FRANCHISING, LLC |
| ROSCOE  | App 86088041       | App 10-OCT-2013  | Reg 5105330         | Reg 20-DEC-2016   | PSP FRANCHISING, LLC |
| ROSCOE  | App 86975904       | App 10-OCT-2013  | Reg 4714147         | Reg 31-MAR-2015   | PSP FRANCHISING, LLC |
| TAKE THE DIVE AND CHOOSE FINS FIRST <sup>31</sup> | App 90283305       | App 28-OCT-2020  | N/A                 | N/A               | PSP FRANCHISING, LLC |
| YOU CLICK. WE FETCH.                              | App 87636665       | App 06-OCT-2017  | Reg 5629121         | Reg 11-DEC-2018   | PSP FRANCHISING, LLC |
| PET SUPPLIES "PLUS" <sup>32</sup>                 | App 74661205       | App 14-APR-1995  | Reg 2190176         | Reg 22-SEP-1998   | PSP FRANCHISING, LLC |

<sup>31</sup> This trademark application is for an intent-to-use trademark.

<sup>32</sup> This trademark is in the process of being canceled.