

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM649667

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Baetea, LLC		04/06/2021	Limited Liability Company: MISSOURI
Suki, LLC		04/06/2021	Limited Liability Company: MISSOURI
Beauty Ideas Group, LLC d/b/a Nugg		04/06/2021	Limited Liability Company: MISSOURI
18.21 Man Made, LLC		04/06/2021	Limited Liability Company: MISSOURI
New World Natural Brands, LLC		04/06/2021	Limited Liability Company: MISSOURI
New World Natural Brands Holdings, Inc.		04/06/2021	Corporation: MISSOURI

RECEIVING PARTY DATA

Name:	CrossFirst Bank
Street Address:	4435 Main Street, Ste 1100
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64111
Entity Type:	Chartered Bank: KANSAS

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Serial Number:	90254809	18.21 MAN MADE
Serial Number:	90360012	A NOBLE EXPERIMENT 18.21 MADE IN U.S.A.
Serial Number:	88773130	19TH
Serial Number:	90407650	SUKI
Serial Number:	90407652	SUKI
Serial Number:	90526184	SUKI ERA
Serial Number:	88257272	SWEET TOBACCO SPIRITS
Serial Number:	86208418	18.21
Serial Number:	86958993	18.21 A NOBLE EXPERIMENT MADE IN U.S.A.
Serial Number:	88272727	LIFT YOUR SPIRITS

CH \$365.00 90254809

Property Type	Number	Word Mark
Serial Number:	88918674	18.21 MAN MADE
Serial Number:	88026798	SPIRITS
Serial Number:	88046290	KNOW YOUR BEAUTY
Serial Number:	90381403	BAEBODY

CORRESPONDENCE DATA

Fax Number: 8169838080
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: 8169838000
Email: pto-kc@huschblackwell.com
Correspondent Name: Husch Blackwell LLP
Address Line 1: 4801 Main Street, Suite 1000
Address Line 4: Kansas City, MISSOURI 64112

ATTORNEY DOCKET NUMBER:	527662.5
NAME OF SUBMITTER:	Max Ellenbecker
SIGNATURE:	/Max Ellenbecker/
DATE SIGNED:	05/26/2021

Total Attachments: 9
source=4847-5846-7556.1 2nd A&R Loan Agreement - Trademark Security Agreement [Executed]#page1.tif
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**NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS**

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Amended and Restated Pledge and Security Agreement dated as of April 6, 2021 (as the same may be amended, modified, extended or restated from time to time, the “Agreement”) by and among the Obligors party thereto (the “Obligors”) and CROSSFIRST BANK, as Lender (the “Lender”), the undersigned Obligors have granted a continuing security interest in, and a right to set off against, any and all right, title and interest of the Borrowers in and to the trademarks and trademark applications set forth on Schedule 1 hereto to Lender.

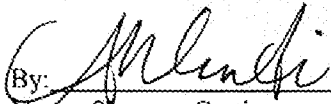
The undersigned Obligors and Lender hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

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**SIGNATURE PAGE – NOTICE OF GRANT OF SECURITY INTEREST IN
TRADEMARKS**

OBLIGORS:

BAETEA, LLC, a Missouri limited liability
company

By: 
Name: Shannon Curtin
Title: Manager

SUKI, LLC, a Missouri limited liability company

By: New World Natural Brands, LLC
Its: Member

By: 
Name: Shannon Curtin
Title: Chief Executive Officer

BEAUTY IDEAS GROUP, LLC, a Missouri
limited liability company, d/b/a Nugg

By: New World Natural Brands, LLC
Its: Member

By: 
Name: Shannon Curtin
Title: Chief Executive Officer


TRADEMARK

REEL: 007307 FRAME: 0183


**SIGNATURE PAGE – NOTICE OF GRANT OF SECURITY INTEREST IN
TRADEMARKS**

OBLIGORS:

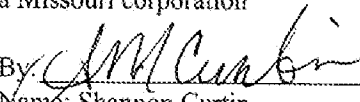
18.21 MAN MADE, LLC, a Missouri limited
liability company

By: 
Name: Shannon Curtin
Title: Manager

NEW WORLD NATURAL BRANDS, LLC, a
Missouri limited liability company

By: 
Name: Shannon Curtin
Title: Chief Executive Officer

NEW WORLD NATURAL BRANDS HOLDINGS, INC.,
a Missouri corporation


By: 
Name: Shannon Curtin
Title: President

TRADEMARK

REEL: 007307 FRAME: 0184

Acknowledged and Accepted:

CROSSFIRST BANK, as Lender


By: 
Name: Ward Nixon
Title: Managing Director

[Trademark Security Agreement]

TRADEMARK
REEL: 007307 FRAME: 0185


Schedule 1
Trademarks and Trademark Applications

New World Natural Brands, LLC Applications (United States):

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
18.21 MAN MADE	90254809	10/15/2020	N/A	N/A	USA
	90360012	12/04/2020	N/A	N/A	USA
19TH	88773130	01/24/2020	N/A	N/A	USA
SUKI	90407650	12/23/2020	N/A	N/A	USA
SUKI	90407652	12/23/2020	N/A	N/A	USA
SUKI ERA	90526184	02/12/2021	N/A	N/A	USA

New World Natural Brands, LLC Registrations (United States):

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
Nugg	85983913	03/21/2013	12/15/2015	4871118	United States
21-Day Dermal Detox	85183514	11/23/2010	04/26/2011	3952933	United States
Suki	78629599	05/13/2005	08/07/2007	3274289	United States
Suki	77414726	03/06/2008	04/21/2009	3609998	United States
Sukicolor	77233312	07/19/2007	03/18/2008	3398178	United States
Nurture Healthy	86257575	04/21/2014	01/06/2015	4666320	United States

Aging					
Skin Crisis Intervention	86257546	04/21/2014	01/06/2015	4666319	United States
Strong Safe Solution For Your Skin Problems	86386824	09/05/2014	04/28/2015	4727150	United States
Rescue Skin Crisis Intervention	86381801	08/30/2014	04/28/2015	4727044	United States
Rescue Skin Crisis Intervention	86381800	08/30/2014	12/15/2015	4869226	United States
Renew Nurture Health Aging	86381786	08/30/2014	05/05/2015	4730986	United States
Renew Nurture Health Aging	86381784	08/30/2014	05/26/2015	4727044	United States
Sweet Tobacco Spirits	88257272	01/10/2019	11/19/2019	5917008	United States
18.21	86208418	12/19/2019	12/19/2014	4654374	United States
	86958993	03/31/2016	11/22/2016	5085834	United States
LIFT YOUR SPIRITS	88272727	01/23/2019	08/06/2019	5827247	United States
18.21 Man Made	88918674	05/15/2020	12/29/2020	6232026	United States
Spirits	88026798	07/05/2018	07/21/2020	6108461	United States

Know Your Beauty	88046290	07/20/2018	09/10/2019	5854787	United States
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New World Natural Brands, LLC Registrations (International)

Mark					
18.21	Standard Character Mark	Canada	CIPO	TMA1085069	October 15, 2020
18.21	Standard Character Mark	European Union & Mexico (Designations under Madrid Protocol)	WIPO	1417317	June 6, 2018
18.21	Standard Character Mark	India (Designation under Madrid Protocol)	WIPO	1484491	March 2, 2019

BaeTea (Beatea, LLC) Applications and Registrations (United States):

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
BAEBODY	87828044	3/09/2018	10/9/2018	5,580,689	United States
BAETEA	87831453	3/13/2018	10/9/2018	5,580,744	United States
BAEBODY	90381403	12/15/2020	N/A	N/A	United States

BaeTea (Beatea, LLC) Applications and Registrations (International)

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
BAEBODY	<u>18362989</u>	12/23/2020	N/A	N/A	EU
BAETEA	<u>18362982</u>	12/23/2020	N/A	N/A	EU
BAEBODY	<u>UK00003597848</u>	2/16/2021	N/A	N/A	UK
BAETEA	<u>UK00003597847</u>	2/19/2021	N/A	N/A	UK

Nugg (Beauty Ideas Group, LLC) Registrations (International):

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
NUGG	1768853	10/28/14	2/19/16	1296916	Australia
NUGG	A0056761	10/28/14	2/19/16	G1296916	China
NUGG	12276887	11/4/13	4/5/14	12276887	European Union
NUGG	1296916	2/19/16	2/19/16	1296916	International Design
NUGG	1296916	2/19/16	2/19/16	1296916	Mexico
NUGG	A0056761	10/28/14	2/19/16	1296916	Norway

Suki (Suki, Inc.) (International):

Mark:	Serial Number:	Filing Date:	Registration Date:	Registration Number:	Country/State:
Suki	139335900	03/06/2008	02/13/2013	TMA843181	Canada
Suki	2485743	04/23/2008	12/12/2008	2485743	UK