

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM657132

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	GRANT OF A SECURITY INTEREST - TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maple Mountain Group, Inc.		06/30/2021	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	Cerberus Business Finance Agency, LLC, as the Collateral Agent		
Street Address:	875 THIRD AVENUE		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 63			
Property Type	Number	Word Mark	
Serial Number:	88209455	TRIA	
Serial Number:	87402812	M3 PLEDGE	
Serial Number:	87389471	M3	
Serial Number:	86721432	MODERE I/D	
Serial Number:	86708420	OX3	
Serial Number:	86466351	SOCIAL RETAIL	
Serial Number:	86466352	SHIFTING RETAIL	
Serial Number:	86466356	SOCIAL MARKETER	
Serial Number:	85983192	MODERE	
Serial Number:	85982491	MODERE	
Serial Number:	85925816	MODERE	
Serial Number:	85925817	MODERE	
Serial Number:	85925820	MODERE	
Serial Number:	85925824	MODERE	
Serial Number:	85925828	MODERE	
Serial Number:	85925836	MODERE	
Serial Number:	85925838	MODERE	
Serial Number:	85536028	JUSURU PET BLEND	
Serial Number:	85535283	JUSURU PET BLEND	

CH \$1590.00 88209455

Property Type	Number	Word Mark
Serial Number:	77591742	JUSURU
Serial Number:	77591747	JUSURU
Serial Number:	77562245	NEWAYS
Serial Number:	77390277	NEWAYS HEALTHY HOMES
Serial Number:	77184750	EXUBERANCE
Serial Number:	77068670	DURIAN FUSION
Serial Number:	78447160	PURGE
Serial Number:	78376152	MAXIMOL SOLUTIONS
Serial Number:	78376154	ORACHEL
Serial Number:	78376158	VMM
Serial Number:	78376171	REVENOL
Serial Number:	78359729	PROMASS
Serial Number:	76551079	NEWAYS GREEN QI
Serial Number:	76548758	NEWVERA
Serial Number:	76539843	CASCADING REVENOL
Serial Number:	76483202	
Serial Number:	76483203	
Serial Number:	76483204	
Serial Number:	76418746	DIGESTAMIN
Serial Number:	76418747	CARDIOL
Serial Number:	76355571	PURISORB
Serial Number:	76355583	RADICATE
Serial Number:	76350702	FORCEFUL
Serial Number:	76204857	D-TOXARATE
Serial Number:	76166689	NEWAYS INGENIOUS
Serial Number:	76015073	NEWAYS
Serial Number:	76015222	NEWAYS
Serial Number:	75936457	NEWAYS SASSY
Serial Number:	75936092	NEWAYS CASCADING REVENOL
Serial Number:	75932322	EFA RECOVERY PLUS
Serial Number:	75924980	D-ZYME
Serial Number:	75786656	CETYLMOBILITY
Serial Number:	75644202	PROTECTIVER
Serial Number:	75635959	RESPIRALL
Serial Number:	75622904	ANATOMIX
Serial Number:	75512805	ATHLETIC SUPER WATER
Serial Number:	75462085	PURGE
Serial Number:	75454817	KERATONICS

Property Type	Number	Word Mark
Serial Number:	75452774	FEELIN' GOOD
Serial Number:	75444442	CLOSE
Serial Number:	75427974	RETENTION PLUS
Serial Number:	75354870	NEWAYS
Serial Number:	75801329	NEWAYS AUTHENTIC HAWAIIAN NONI
Serial Number:	76522308	ORACHEL FOR KIDS

CORRESPONDENCE DATA

Fax Number: 2125935955
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: 2127562132
Email: scott.kareff@srz.com
Correspondent Name: S. KAREFF C/O SCHULTE ROTH & ZABEL LLP
Address Line 1: 919 THIRD AVENUE
Address Line 2: 25TH FLOOR
Address Line 4: NEW YORK, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	014951/2057)
NAME OF SUBMITTER:	SCOTT KAREFF (014951/2057)
SIGNATURE:	/rr for sk/
DATE SIGNED:	06/30/2021

Total Attachments: 7
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GRANT OF A SECURITY INTEREST - TRADEMARKS

This Trademark Security Agreement (this "Trademark Security Agreement") is made as of June 30, 2021, by Maple Mountain Group, Inc. ("Grantor"), in favor of Cerberus Business Finance Agency, LLC, in its capacity as collateral agent for itself and the other Secured Parties (together with its successors and assigns in such capacity, "Grantee").

WHEREAS, the Grantor has entered into a Pledge and Security Agreement, dated June 30, 2021 (as amended, restated, amended and restated, supplemented, modified or otherwise changed from time to time, the "Security Agreement"), in favor of Grantee; and

WHEREAS, pursuant to the Security Agreement, the Grantor has granted to the Grantee 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 Grantor in, to and under the trademarks and service marks listed on the attached Schedule A (excluding, for clarity, any intent-to-use trademark applications for which an amendment to allege use or statement of use has not been filed under 15 U.S.C. § 1051(c) or 15 U.S.C. § 1051(d), respectively, or if filed, has not been deemed in conformance with 15 U.S.C. § 1051(a) or examined and accepted, respectively, by the United States Patent and Trademark Office), which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks"), together with, among other things, the goodwill 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, 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, the Grantor does hereby grant to the Grantee for the benefit of the Grantee and Secured Parties, a continuing security interest in the 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 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 the event of any conflict between the terms of this Trademark Security Agreement and the terms of the Security Agreement, the Security Agreement shall control.

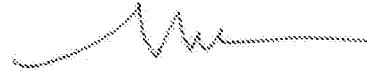
This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart by facsimile or electronic mail shall be equally effective as delivery of an original executed counterpart.

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IN WITNESS WHEREOF, the 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.

MAPLE MOUNTAIN GROUP, INC.

By:



Name: Michelle N. Wilson

Title: Secretary






[Grant of a Security Interest - Trademarks]


TRADEMARK
REEL: 007341 FRAME: 0139

SCHEDULE A TO GRANT OF A SECURITY INTEREST

[Trademark Registrations and Applications]

No.	Mark	Country	App. No./ App. Date	Reg. No./ Reg. Date	Status
1	TRIA	USPTO	88209455 28-NOV-2018	5947603 31-DEC-2019	Registered
2	M3 PLEDGE	USPTO	87402812 07-APR-2017	5384096 23-JAN-2018	Registered
3	M3	USPTO	87389471 28-MAR-2017	5384067 23-JAN-2018	Registered
4	MODERE I/D	USPTO	86721432 11-AUG-2015	5196272 02-MAY-2017	Registered
5	OX3	USPTO	86708420 29-JUL-2015	5115414 03-JAN-2017	Registered
6	SOCIAL RETAIL	USPTO	86466351 26-NOV-2014	4861303 24-NOV-2015	Registered
7	SHIFTING RETAIL	USPTO	86466352 26-NOV-2014	5944334 24-DEC-2019	Registered
8	SOCIAL MARKETER	USPTO	86466356 26-NOV-2014	4864780 01-DEC-2015	Registered
9	MODERE	USPTO	85983192 07-MAY-2013	4685460 10-FEB-2015	Registered
10	MODERE	USPTO	85982491 07-MAY-2013	4610917 23-SEP-2014	Registered
11	MODERE	USPTO	85925816 07-MAY-2013	4713060 31-MAR-2015	Registered
12	MODERE	USPTO	85925817 07-MAY-2013	4682557 03-FEB-2015	Registered
13	MODERE	USPTO	85925820 07-MAY-2013	4610684 23-SEP-2014	Registered
14	MODERE	USPTO	85925824 07-MAY-2013	4610685 23-SEP-2014	Registered
15	MODERE	USPTO	85925828 07-MAY-2013	4610686 23-SEP-2014	Registered
16	MODERE	USPTO	85925836 07-MAY-2013	4610687 23-SEP-2014	Registered
17	MODERE	USPTO	85925838 07-MAY-2013	4610688 23-SEP-2014	Registered
18	JUSURU PET BLEND	USPTO	85536028 07-FEB-2012	4552175 17-JUN-2014	Registered
19	JUSURU PET BLEND	USPTO	85535283	4552174	Registered

No.	Mark	Country	App. No./ App. Date	Reg. No./ Reg. Date	Status
			06-FEB-2012	17-JUN-2014	
20	JUSURU	USPTO	77591742 13-OCT-2008	3710195 10-NOV-2009	Registered
21	JUSURU 	USPTO	77591747 13-OCT-2008	3706701 03-NOV-2009	Registered
22	NEWAYS 	USPTO	77562245 04-SEP-2008	3703119 27-OCT-2009	Registered
23	NEWAYS HEALTHY HOMES	USPTO	77390277 06-FEB-2008	3850494 21-SEP-2010	Registered
24	EXUBERANCE	USPTO	77184750 18-MAY-2007	4130104 24-APR-2012	Registered
25	DURIAN FUSION	USPTO	77068670 20-DEC-2006	3432089 20-MAY-2008	Registered
26	PURGE	USPTO	78447160 07-JUL-2004	3009779 25-OCT-2005	Registered
27	MAXIMOL SOLUTIONS	USPTO	78376152 01-MAR-2004	2954957 24-MAY-2005	Registered
28	ORACHEL	USPTO	78376154 01-MAR-2004	2954958 24-MAY-2005	Registered
29	VMM	USPTO	78376158 01-MAR-2004	2954959 24-MAY-2005	Registered
30	REVENOL	USPTO	78376171 01-MAR-2004	2954960 24-MAY-2005	Registered
31	PROMASS	USPTO	78359729 29-JAN-2004	3018610 22-NOV-2005	Registered
32	NEWAYS GREEN QI	USPTO	76551079 23-SEP-2003	3006252 11-OCT-2005	Registered
33	NEWVERA	USPTO	76548758 15-SEP-2003	2957794 31-MAY-2005	Registered
34	CASCADING REVENOL	USPTO	76539843 08-AUG-2003	2864693 20-JUL-2004	Registered
35	Design Only 	USPTO	76483202 21-JAN-2003	2864300 20-JUL-2004	Registered
36	Design Only 	USPTO	76483203 21-JAN-2003	2852803 15-JUN-2004	Registered
37	Design Only	USPTO	76483204	2852804	Registered

No.	Mark	Country	App. No./ App. Date	Reg. No./ Reg. Date	Status
			21-JAN-2003	15-JUN-2004	
38	DIGESTAMIN	USPTO	76418746 07-JUN-2002	2761178 09-SEP-2003	Registered
39	CARDIOL	USPTO	76418747 07-JUN-2002	2693218 04-MAR-2003	Registered
40	PURISORB	USPTO	76355571 04-JAN-2002	2705407 08-APR-2003	Registered
41	RADICATE	USPTO	76355583 04-JAN-2002	2716505 13-MAY-2003	Registered
42	FORCEFUL	USPTO	76350702 14-DEC-2001	2725690 10-JUN-2003	Registered
43	D-TOXARATE	USPTO	76204857 02-FEB-2001	2809031 27-JAN-2004	Registered
44	NEWAYS INGENIOUS	USPTO	76166689 16-NOV-2000	2492629 25-SEP-2001	Registered
45	NEWAYS	USPTO	76015073 31-MAR-2000	2431703 27-FEB-2001	Registered
46	NEWAYS	USPTO	76015222 31-MAR-2000	2471380 24-JUL-2001	Registered
47	NEWAYS SASSY	USPTO	75936457 06-MAR-2000	2414219 19-DEC-2000	Registered
48	NEWAYS CASCADING REVENOL	USPTO	75936092 04-MAR-2000	2731042 01-JUL-2003	Registered
49	EFA RECOVERY PLUS	USPTO	75932322 02-MAR-2000	2471342 24-JUL-2001	Registered
50	D-ZYME	USPTO	75924980 22-FEB-2000	2463618 26-JUN-2001	Registered
51	CETYLMOBILITY	USPTO	75786656 27-AUG-1999	2502772 30-OCT-2001	Registered
52	PROTECTIVER	USPTO	75644202 19-FEB-1999	2316650 08-FEB-2000	Registered
53	RESPIRALL	USPTO	75635959 08-FEB-1999	2319155 15-FEB-2000	Registered
54	ANATOMIX	USPTO	75622904 19-JAN-1999	2311752 25-JAN-2000	Registered
55	ATHLETIC SUPER WATER	USPTO	75512805 02-JUL-1998	2470057 17-JUL-2001	Registered
56	PURGE	USPTO	75462085 03-APR-1998	2246847 18-MAY-1999	Registered
57	KERATONICS	USPTO	75454817	2292212	Registered

No.	Mark	Country	App. No./ App. Date	Reg. No./ Reg. Date	Status
			23-MAR-1998	16-NOV-1999	
58	FEELIN' GOOD	USPTO	75452774 19-MAR-1998	2280864 28-SEP-1999	Registered
59	CLOSE	USPTO	75444442 04-MAR-1998	2224358 16-FEB-1999	Registered
60	RETENTION PLUS	USPTO	75427974 03-FEB-1998	2273784 31-AUG-1999	Registered
61	NEWAYS	USPTO	75354870 11-SEP-1997	2454358 29-MAY-2001	Registered
62	NEWAYS AUTHENTIC HAWAIIAN NONI	USPTO	75801329 16-SEP-1999	2389764 26-SEP-2000	Registered
63	ORACHEL FOR KIDS	USPTO	76522308 04-JUN-2003	2842720 18-MAY-2004	Registered