

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM664253

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
SEQUENCE:	3		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NBC FRANCHISOR LLC		07/30/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	CITIBANK, N.A.		
Street Address:	388 Greenwich Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3839009	BUNDTINI	
Registration Number:	3526479		
Registration Number:	4579282	NOTHING BUNDT CAKES	
Registration Number:	4579284	NOTHING BUNDT CAKES	
Registration Number:	3309781	NOTHING BUNDT CAKES	
Registration Number:	2697008	NOTHING BUNDT CAKES	
CORRESPONDENCE DATA			
Fax Number:	646219353		
<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:	212 373 2488		
Email:	mamcdonough@paulweiss.com, mmcguire@paulweiss.com		
Correspondent Name:	Marissa A. McDonough		
Address Line 1:	1285 Avenue of the Americas		
Address Line 2:	Paul Weiss Rifkind Wharton & Garrison LLP		
Address Line 4:	New York, NEW YORK 10019-6064		
ATTORNEY DOCKET NUMBER:	017514-00146		
NAME OF SUBMITTER:	Marissa A. McDonough		

CH \$165.00 3839009

SIGNATURE:	/Marissa A. McDonough/
DATE SIGNED:	08/02/2021
Total Attachments: 4 source=14957625_3_NBC - Notice of Grant of Security Interest in Trademarks (U.S.)(EXECUTION VERSION)#page1.tif source=14957625_3_NBC - Notice of Grant of Security Interest in Trademarks (U.S.)(EXECUTION VERSION)#page2.tif source=14957625_3_NBC - Notice of Grant of Security Interest in Trademarks (U.S.)(EXECUTION VERSION)#page3.tif source=14957625_3_NBC - Notice of Grant of Security Interest in Trademarks (U.S.)(EXECUTION VERSION)#page4.tif	

NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS (U.S.)

This NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS (the "Notice") is made and entered into as of July 30, 2021, by NBC FRANCHISOR LLC, a Delaware limited liability company located at 4560 Belt Line Road, Suite 350, Addison, Texas 75001 ("Grantor"), in favor of CITIBANK, N.A., a national banking association ("Citibank"), as trustee located at 388 Greenwich Street, New York, New York 10013 ("Trustee").

WHEREAS, Grantor is the owner of the United States trademarks and service marks set forth in Schedule 1 attached hereto, including the associated registrations and applications for registration set forth in Schedule 1 attached hereto (collectively, the "Trademarks") and the goodwill connected with the use of or symbolized by such Trademarks; and

WHEREAS, pursuant to the Guarantee and Collateral Agreement, dated as of July 30, 2021, by and among the Grantor, NBC SPV Guarantor LLC, a Delaware limited liability company, NBC Distribution Holder LLC, a Delaware limited liability company, NBC Bakery Holder LLC, a Delaware limited liability company, each as a Guarantor, in favor of the Trustee (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Guarantee and Collateral Agreement"), to secure the Obligations, Grantor has granted to the Trustee for the benefit of the Secured Parties, a security interest in Grantor's right, title and interest in, to and under certain intellectual property of Grantor, including the Trademarks and the goodwill connected with the use of or symbolized by the Trademarks, and the right to bring an action at law or in equity for any infringement, misappropriation, dilution or other violation thereof, and to collect all damages, settlements and proceeds relating thereto, and, to the extent not otherwise included, all payments, proceeds, supporting obligations and accrued and future rights to payment with respect to the foregoing (collectively, the "Trademark Collateral"); and

WHEREAS, pursuant to Section 3.5(b) of the Guarantee and Collateral Agreement, Grantor agreed to execute and deliver to the Trustee this Notice for purposes of filing the same with the United States Patent and Trademark Office ("USPTO") to confirm, evidence and perfect the security interest in the Trademark Collateral granted under the Guarantee and Collateral Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and subject to all applicable terms and conditions of the Base Indenture (as defined below) and the Guarantee and Collateral Agreement, which are incorporated by reference as if fully set forth herein, to secure the Obligations, Grantor hereby grants to the Trustee, for the benefit of the Secured Parties, a security interest in Grantor's right, title and interest in, to and under the Trademark Collateral, to the extent now owned or at any time hereafter acquired by Grantor; *provided that* the grant of security interest hereunder shall not include any application for registration of a Trademark that would be invalidated, canceled, voided or abandoned due to the grant and/or enforcement of such security interest, including intent-to-use applications filed with the USPTO pursuant to 15 U.S.C. Section 1051(b) prior to the filing and acceptance of a statement of use or amendment to allege use pursuant to 15 U.S.C. Section 1051(c) or (d), *provided that* at such time as the grant and/or enforcement of the security interest will not

cause such application to be invalidated, cancelled, voided or abandoned, such Trademark application will not be excluded from the Notice.

Capitalized terms used in this Notice (including the preamble and the recitals hereto), and not defined in this Notice, shall have the meanings assigned to such terms in Annex A attached to the Base Indenture, dated as of July 30, 2021, by and among NBC Funding LLC, a Delaware limited liability company, and Citibank, as Trustee and Securities Intermediary (as amended, restated, amended and restated, modified or supplemented from time to time, the “Base Indenture”).

1. The parties intend that this Notice is for recordation purposes. The terms of this Notice shall not modify the applicable terms and conditions of the Base Indenture or the Guarantee and Collateral Agreement, which govern the Trustee’s interest in the Trademark Collateral and which shall control in the event of any conflict. Grantor hereby acknowledges the sufficiency and completeness of this Notice to create a security interest in the Trademark Collateral in favor of the Trustee for the benefit of the Secured Parties, and Grantor hereby requests the USPTO to file and record this Notice together with the annexed Schedule 1.

2. Grantor and Trustee hereby acknowledge and agree that the grant of security interest in, to and under the Trademark Collateral made hereby may be terminated only in accordance with the terms of the Base Indenture and the Guarantee and Collateral Agreement and shall terminate automatically upon the termination of the Base Indenture or the Guarantee and Collateral Agreement.


3. THIS NOTICE SHALL BE GOVERNED BY, AND CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO CONFLICTS OF LAW PRINCIPLES (OTHER THAN SECTIONS 5-1401 AND 5-1402 OF THE GENERAL OBLIGATIONS LAW OF THE STATE OF NEW YORK).

4. This Notice may be executed by the parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and all of which when taken together shall constitute one and the same agreement.

[Remainder of this page intentionally left blank]

IN WITNESS WHEREOF, the undersigned has caused this NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS to be duly executed by its duly authorized officer as of the date and year first written above.

NBC FRANCHISOR LLC, as Grantor

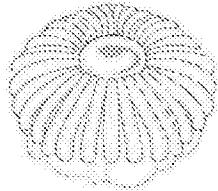





By: _____

Name: Kyle Smith

Title: Chief Executive Officer

**Schedule 1
Trademarks**

No.	Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date
1.	BUNDTINI	United States	77768790 26-JUN-2009	3839009 24-AUG-2010
2.	<i>Design Only</i> 	United States	77276926 11-SEP-2007	3526479 04-NOV-2008
3.	NOTHING BUNDT CAKES 	United States	86131298 27-NOV-2013	4579282 05-AUG-2014
4.	NOTHING BUNDT CAKES 	United States	86131310 27-NOV-2013	4579284 05-AUG-2014
5.	NOTHING BUNDT CAKES 	United States	78891817 24-MAY-2006	3309781 09-OCT-2007
6.	NOTHING BUNDT CAKES	United States	76082188 03-JUL-2000	2697008 18-MAR-2003