

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM667454

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rue Gilt Groupe, Inc.	FORMERLY RUELALA, INC.	08/11/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, National Association		
Street Address:	125 High Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02110		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5612775	BELEZA	
Registration Number:	5381093	RUE NOW	
Registration Number:	5282146	RUE NOW	
Registration Number:	4476271	WHIT AND ALEX	
Serial Number:	87567360	VOILÀ!	
CORRESPONDENCE DATA			
Fax Number:	6172484000		
<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:	617-248-5000		
Email:	tadmin@choate.com		
Correspondent Name:	Sara M. Bauer		
Address Line 1:	Two International Place		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	2009985-0051		
NAME OF SUBMITTER:	Sara M. Bauer		
SIGNATURE:	/sara bauer/		
DATE SIGNED:	08/13/2021		

OP \$140.00 5612775

Total Attachments: 5

source=Wells - Rue - Supplemental Trademark Security Agreement (August 2021) (Executed)#page1.tif

source=Wells - Rue - Supplemental Trademark Security Agreement (August 2021) (Executed)#page2.tif

source=Wells - Rue - Supplemental Trademark Security Agreement (August 2021) (Executed)#page3.tif

source=Wells - Rue - Supplemental Trademark Security Agreement (August 2021) (Executed)#page4.tif

source=Wells - Rue - Supplemental Trademark Security Agreement (August 2021) (Executed)#page5.tif

GRANT OF SECURITY INTEREST
IN TRADEMARKS

August 11, 2021

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, RUE GILT GROUPE, INC. (f/k/a RUELALA, INC.), a Delaware corporation (the "Grantor"), hereby grants to WELLS FARGO BANK, NATIONAL ASSOCIATION, in its capacity as the collateral agent for the credit parties under the Security Agreement referred to below (in such capacity, the "Grantee"), a continuing security interest in (i) all of the Grantor's right, title and interest in, to and under the trademarks, trademark registrations and use based trademark applications (the "Marks") set forth on Schedule A attached hereto, (ii) all proceeds and products of the Marks, (iii) the goodwill of the businesses with which the Marks are associated, and (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks or unfair competition regarding the same.

THIS GRANT is made to secure the satisfactory performance and payment of all the Secured Obligations of the Grantor, as such term is defined in the Security Agreement by, among others, the Grantor and the Grantee, dated as of June 24, 2013 (as amended, restated, supplemented or otherwise modified and in effect from time to time, the "Security Agreement"). The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

[remainder of page intentionally left blank]

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date first above written.

RUE GILT GROUPE, INC., as Grantor

By: 
Name: Mark Weinberg
Title: Chief Financial Officer and Treasurer

WELLS FARGO BANK, NATIONAL ASSOCIATION, as Grantee

By: _____
Name: Chanda Ruff
Title: Assistant Vice President

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date first above written.

RUE GILT GROUPE, INC., as Grantor



By: _____
Name: Mark Weinberg
Title: Chief Financial Officer and Treasurer

**WELLS FARGO BANK, NATIONAL
ASSOCIATION,** as Grantee

By: Chanda Ruff
Name: Chanda Ruff
Title: Assistant Vice President

SCHEDULE A

Country	Mark	Image	Status	Current Owner	Class(es)	Goods/Service	App. No.	App. Date	Reg. No.	Reg. Date	Renewal Date
United States	BELLEZA		Registered	Rue Gilt Groupe, Inc.	24	Bed sheets; duvet covers; shams; fitted bed sheets; flat bed sheets	87/433,356	05/02/2017	5,612,775	11/20/2018	11/20/2028
United States	RUE NOW		Registered	Rue Gilt Groupe, Inc.	42	Providing a website featuring a media aggregator for internet content related to fashion, interior design, home fashion, fashion trends, beauty, health, wellness, food, art, books, entertainment, cooking, travel, and topics of general interest	86/787,417	10/14/2015	5,381,093	01/16/2018	01/16/2028
United States	RUE NOW		Registered	Rue Gilt Groupe, Inc.	35; 41	Class 35 - On-line retail store services featuring clothing and accessories, footwear, jewelry, luggage, handbags, wallets, small leather goods, sunglasses, home furnishings, bath linens, bed linens, appliances, cookware, electronic goods, toys, perfume and fragrances, cosmetics, hair care preparations, shampoos, conditioners, skin lotions and oils, body soaps and cleaners, personal care items, wine, travel packages and certificates, cruise line packages and certificates, airline travel packages and certificates, adventure tour packages and certificates, hotel packages and certificates, and health spa packages and certificates, all on a limited time sales event basis Class 41 - Providing an on-line journal, namely, a	86/982,806	10/14/2015	5,282,146	09/05/2017	09/05/2027

United States	VOILAI		Registered - SOU due June 26, 2021	Rue Gilt Groupe, Inc.	45	blog featuring reporting and commentary in the fields of fashion, interior design, home fashion, fashion trends, beauty, health, wellness, food, art, books, entertainment, cooking, travel, and topics of general interest	87/567,360	08/14/2017			
United States	WHIT AND ALEX (Stylized)		Registered	Rue Gilt Groupe, Inc.	24	Bed sheets; Duvet covers; Duvets; Fitted bed sheets; Flat bed sheets; Sheet sets by the client or customer	85/980,497	04/12/2012	4,476,271	01/28/2014	01/28/2024

TRADEMARK

REEL: 007390 FRAME: 0787

RECORDED: 08/13/2021