

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM674138

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KEYBANK NATIONAL ASSOCIATION		09/13/2021	National Banking Association: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NIACET CORPORATION		
<b>Street Address:</b>	400 47th Street		
<b>City:</b>	Niagara Falls		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14304		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4132246	BAKER FRIENDLY	
<b>Registration Number:</b>	3945023	IT'S BAKER FRIENDLY!	
<b>Registration Number:</b>	3597798	NIACET	
<b>Registration Number:</b>	3057707	NIAPROOF	
<b>Registration Number:</b>	4222950	NIAPROOF	
<b>Registration Number:</b>	3938472	WE'RE BAKER FRIENDLY!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3142592020		
<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>Phone:</b>	314-259-2000		
<b>Email:</b>	susan.murphy@bclplaw.com		
<b>Correspondent Name:</b>	Bryan Cave Leighton Paisner		
<b>Address Line 1:</b>	211 North Broadway, Suite 3600		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63102		
<b>ATTORNEY DOCKET NUMBER:</b>	1067919.600		
<b>NAME OF SUBMITTER:</b>	Becca Rozen		
<b>SIGNATURE:</b>	/Becca Rozen/		
<b>DATE SIGNED:</b>	09/13/2021		

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**Total Attachments: 4**

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## **RELEASE OF FIRST LIEN SECURITY INTEREST IN TRADEMARKS**

This **RELEASE OF FIRST LIEN SECURITY INTEREST IN TRADEMARKS** (this “Release”), dated as of September 13, 2021 is made by KEYBANK NATIONAL ASSOCIATION, as Administrative Agent (as defined below), in favor of NIACET CORPORATION, a New York corporation (the “Grantor”). Unless otherwise defined herein or the context otherwise requires, terms used in this Release shall have the meanings assigned to such terms in the First Lien Security Agreement (as defined below).

**WHEREAS**, pursuant to that (i) certain First Lien Credit Agreement, dated as of February 1, 2017 (as amended, extended, restated, amended and restated, supplemented, waived or otherwise modified from time to time, the “Credit Agreement”), by and among (a) the Grantor, (b) NIACET B.V., a Dutch private limited liability company (besloten vennootschap met beperkte aansprakelijkheid), having its official seat (statutaire zetel) in Tiel, the Netherlands, and registered with the Dutch trade register under number 11044303 (“Dutch BV”), (c) NIACET COÖPERATIEF U.A., a Dutch cooperative with excluded liability (Coöperatie met uitgesloten aansprakelijkheid), having its official seat (statutaire zetel) in Amsterdam, the Netherlands, and registered with the Dutch trade register under number 56468083 (“Dutch Coop”, together with Dutch BV and the Grantor, the “Borrowers”), (d) HARE TOPCO, INC., a Delaware corporation, (e) certain Subsidiaries party thereto from time to time, (f) the lenders party thereto and (g) KEYBANK NATIONAL ASSOCIATION, as collateral agent and administrative agent (the “Administrative Agent”), (ii) certain First Lien Security Agreement, dated as of February 1, 2017 (as amended, extended, restated, amended and restated, supplemented, waived or otherwise modified from time to time, the “First Lien Security Agreement”), by and among the Grantor, the other Grantors (as defined therein) party thereto and the Administrative Agent, and (iii) certain First Lien Trademark Security Agreement, dated as of February 1, 2017 (the “First Lien Trademark Security Agreement”), executed by the Grantor in favor of the Administrative Agent, the Grantor pledged and granted to the Administrative Agent a security interest in and continuing lien on all of the Grantor’s right, title and interest in, to and under the Trademark Collateral, as such term is defined in the First Lien Trademark Security Agreement, including the Trademarks listed on Schedule 1 attached hereto; and

**WHEREAS**, the security interest in the Trademark Collateral pledged and granted by the Grantor to the Administrative Agent under the First Lien Trademark Security Agreement was recorded at the United States Patent and Trademark Office on February 1, 2017 at Reel 5975, Frame 0495; and

**WHEREAS**, the Administrative Agent has agreed to terminate, release and discharge its security interest and lien on all of the Trademark Collateral and reassign any and all of the right, title, and interest the Administrative Agent may have in and to the Trademark Collateral to Grantor; and

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby agrees as follows:

1. The Administrative Agent hereby terminates, releases and discharges all of its mortgages, liens and security interests in all of the Grantor’s right, title and interest in, to and under the Trademark Collateral, which had been granted under the First Lien Trademark Security

Agreement and hereby transfers, conveys and reassigns any and all such right, title and interest (if any) that the Administrative Agent may have in the Trademark Collateral to the Grantor.

2. The Administrative Agent authorizes and requests that the United States Commissioner for Trademarks and any other applicable officer in any successor office or any similar office in any other country record this Release.

3. THIS RELEASE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES UNDER THIS RELEASE SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAW OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAW PRINCIPLES THAT WOULD REQUIRE THE APPLICATION OF THE LAWS OF ANOTHER JURISDICTION.

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**IN WITNESS WHEREOF**, the Administrative Agent has caused this Release of Security Interest in Trademarks to be duly executed as of the date first set forth above.

**KEYBANK NATIONAL ASSOCIATION,**  
as Administrative Agent

By: Steven Dixon  
Name: Steven Dixon  
Title: Senior Vice President

**Schedule 1**  
**to**  
**Release of Security Interest in Trademarks**

<u>Trademark</u>	<u>Application No. and/or Registration No. (if applicable)</u>	<u>Application Filing Date and/or Registration Date (as applicable)</u>
BAKER FRIENDLY	4,132,246	4/24/2012
IT'S BAKER FRIENDLY!	3,945,023	4/12/2011
NIACET	3,597,798	3/31/2009
NIAPROOF	3,057,707	2/7/2006
NIAPROOF	4,222,950	10/9/2012
WE'RE BAKER FRIENDLY!	3,938,472	3/29/2011