

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM685832

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
THE RETAIL FIRM, LLC		11/04/2021	Limited Liability Company: ARKANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TREE LINE CAPITAL PARTNERS, LLC		
<b>Street Address:</b>	101 California St., Suite 1700		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94111		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97037915	RF RETAIL FIRM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9497254100		
<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>	9497254000		
<b>Email:</b>	amina@stradlinglaw.com		
<b>Correspondent Name:</b>	Arnold V. Mina		
<b>Address Line 1:</b>	Stradling Yocca Carlson & Rauth		
<b>Address Line 2:</b>	660 Newport Center Drive, Suite 1600		
<b>Address Line 4:</b>	Newport Beach, CALIFORNIA 92660		
<b>ATTORNEY DOCKET NUMBER:</b>	104285-0020		
<b>NAME OF SUBMITTER:</b>	Arnold V. Mina		
<b>SIGNATURE:</b>	/Arnold V Mina/		
<b>DATE SIGNED:</b>	11/04/2021		
<b>Total Attachments: 4</b>			
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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 Guarantee and Security Agreement dated as of November 13, 2020, (as amended by the First Amendment to Credit Agreement dated as of November 4, 2021, and as may be further amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the “Agreement”) by and among the Obligors party thereto (each an “Obligor” and collectively, the “Obligors”) and Tree Line Capital Partners, LLC, as administrative agent and collateral agent (the “Agent”) for the benefit of the Secured Parties referenced therein, the undersigned Obligor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Agent for the ratable benefit of the Secured Parties.

The undersigned Obligor and the Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.


*[Remainder of page intentionally left blank; next page is a signature page.]*

*[Signature Page to Notice of Grant of Security Interest in Trademarks]*

**TRADEMARK**  
**REEL: 007484 FRAME: 0195**

Very truly yours,

THE RETAIL FIRM, LLC,  
as Obligor

A handwritten signature in black ink, appearing to read 'Chad Hetherington', written over a horizontal line.

By: \_\_\_\_\_  
Name: Chad Hetherington  
Title: Chief Executive Officer

[Signature Page to Notice of Grant of Security Interest in Trademarks]

**TRADEMARK**  
**REEL: 007484 FRAME: 0196**

Acknowledged and Accepted:

TREE LINE CAPITAL PARTNERS, LLC,  
as the Agent

By:   
Name: Jon Schroeder  
Title: Managing Partner

[Signature Page to Notice of Grant of Security Interest in Trademarks]

Schedule 1

See Attached

<b>Registered Owner</b>	<b>Description</b>	<b>Application Number</b>	<b>Registration Date / Application Date</b>
The Retail Firm, LLC	RF RETAIL FIRM	U.S. Serial No. 97037915	9/21/2021