

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM690344

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Acknowledgment of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Chip Group, LLC		11/24/2021	Limited Liability Company: UTAH
RECEIVING PARTY DATA			
Name:	CIBC Bank USA		
Street Address:	120 South LaSalle Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	4061682	AUGASON FARMS	
Registration Number:	4914206	LIVE PREPARED	
Registration Number:	5008791	AUGASON SINCE FARMS 1972	
Registration Number:	4933709	AUGASON SINCE FARMS 1972	
Registration Number:	4933710	AUGASON SINCE FARMS 1972	
Registration Number:	6155459	QUALITY SURVIVAL STANDARDS	
Registration Number:	6548088	QUALITY SURVIVAL STANDARDS QSS	
Registration Number:	5092153	HYDROHEAT	
Registration Number:	5561441	FRESH ESSENTIALS	
Registration Number:	6449234	PREP BASICS	
Registration Number:	6049850	PREP BASICS	
Registration Number:	6402309	MORNING MOO'S	
Registration Number:	6402313	MORNING MOO'S LOW FAT MILK ALTERNATIVE A	
Registration Number:	4933165	GRIZZLY RIDGE	
Registration Number:	4923524	CROWN CANYON	
Registration Number:	2381334	MORNING MOO'S	
CORRESPONDENCE DATA			
Fax Number:	4125621041		

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TRADEMARK

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: 412-562-8970
Email: vicki.cremonese@bipc.com
Correspondent Name: Vicki Cremonese
Address Line 1: 501 Grant Street
Address Line 2: Suite 200
Address Line 4: Pittsburgh, PENNSYLVANIA 15219

ATTORNEY DOCKET NUMBER:	0087672-000011
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NAME OF SUBMITTER:	Vicki Cremonese
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SIGNATURE:	/Vicki Cremonese/
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DATE SIGNED:	11/24/2021
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Total Attachments: 4

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ACKNOWLEDGMENT OF SECURITY INTEREST IN TRADEMARKS

November 24, 2021

WHEREAS, BLUE CHIP GROUP, LLC, a Utah limited liability company (the "Grantor"), has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the annexed Schedule 1 hereto, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Grantor has entered into that certain First Lien Guaranty and Collateral Agreement, dated as of the date hereof (as amended, restated, supplemented or otherwise modified from time to time, the "Collateral Agreement"; capitalized terms not otherwise defined herein are being used herein as defined in the Collateral Agreement) among the Grantor, the other grantors party thereto from time to time, and CIBC Bank USA, as administrative agent ("Administrative Agent") for various financial institutions ("Lenders"); and

WHEREAS, pursuant to the Collateral Agreement, the Grantor has granted to Administrative Agent for the benefit of Lenders a continuing security interest in all right, title and interest of the Grantor in, to and under the Trademarks, together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all income, royalties and proceeds thereof, including 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 Collateral Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor does hereby grant to Administrative Agent for the benefit of Lenders a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of Administrative Agent with respect to the Collateral are more fully set forth in the Collateral Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

This Acknowledgment of Security Interest in Trademarks shall be governed by and construed in accordance with the laws of the State of New York without giving effect to its conflict of laws principles.

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[SIGNATURE PAGE FOLLOWS]**

[SIGNATURE PAGE TO ACKNOWLEDGMENT OF SECURITY INTEREST IN
TRADEMARKS]

IN WITNESS WHEREOF, Grantor has caused this Acknowledgment of Security Interest
in Trademarks to be duly executed by its officer thereunto duly authorized as of the date first
written above.

GRANTOR:






BLUE CHIP GROUP, LLC



By: 

Name: Robert Carskadden

Title: Chief Executive Officer

SCHEDULE 1 TO
ACKNOWLEDGMENT OF SECURITY INTEREST IN TRADEMARKS

<u>Trademark</u>	<u>Trademark Registration Number</u>	<u>Date of Registration</u>
AUGASON FARMS	4,061,682	11/22/2011
LIVE PREPARED	4,914,206	3/8/2016
	5,008,791	7/26/2016
	4,933,709	4/5/2016
	4,933,710	4/5/2016
QUALITY SURVIVAL STANDARDS	6,155,459	9/15/2020
QUALITY SURVIVAL STANDARDS 	6,548,088	1/11/2019
HYDROHEAT	5,092,153	11/29/2016
FRESH ESSENTIALS	5,561,441	9/11/2018
	6,449,234	8/10/2021
PREP BASICS	6,049,850	5/5/2020

<u>Trademark</u>	<u>Trademark Registration Number</u>	<u>Date of Registration</u>
MORNING MOO'S	6,402,309	6/29/2021
	6,402,313	6/29/2021
GRIZZLY RIDGE	4933165	04/05/2016
CROWN CANYON	4923524	03/22/2016
	2381334	08/29/2000