

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM698411

<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>
Goodwest Industries, LLC		12/28/2021	Limited Liability Company: DELAWARE
New Skinny Mixes, LLC		12/28/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Monroe Capital Management Advisors, LLC		
<b>Street Address:</b>	311 South Wacker Drive		
<b>Internal Address:</b>	Suite 6400		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 20</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5561934	JAVA CREATIONS PREMIUM ICED COFFEE BEVER	
<b>Registration Number:</b>	5561935	JAVA CREATIONS PREMIUM ICED COFFEE BEVER	
<b>Registration Number:</b>	5561939	JAVAWORKS	
<b>Registration Number:</b>	4840199	JORDAN'S ALL NATURALS	
<b>Registration Number:</b>	4812316	GLAM POP	
<b>Registration Number:</b>	5072424	GLAM COCKTAILS	
<b>Registration Number:</b>	5700335	JORDAN'S COLD BREW	
<b>Registration Number:</b>	5818648	JORDAN'S SKINNY SYRUPS	
<b>Registration Number:</b>	5072426	JORDAN'S CRAFTED COCKTAILS	
<b>Registration Number:</b>	4967269	JORDAN'S SKINNY	
<b>Registration Number:</b>	3776159	JORDAN'S SKINNY MIXES	
<b>Registration Number:</b>	5254361	JORDAN'S SIMPLY SYRUPS	
<b>Registration Number:</b>	5930275	MEANINGFUL DAILY WELLNESS BOOST	
<b>Registration Number:</b>	6129018	JORDAN'S SKINNY BREW	
<b>Serial Number:</b>	87952885	NUTRAGOOD	
<b>Serial Number:</b>	87952890	NOURISHING A BETTER LIFE	

OP \$515.00 5561934

Property Type	Number	Word Mark
Serial Number:	90906016	
Serial Number:	97001166	XOXO JORDAN
Serial Number:	97127166	JORDAN'S
Serial Number:	97127151	SKINNYCCINO

**CORRESPONDENCE DATA**

**Fax Number:**

*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:** 212.318.6000  
**Email:** yoosonlee@paulhastings.com  
**Correspondent Name:** Yooson Sandy Lee  
**Address Line 1:** Paul Hastings LLP  
**Address Line 2:** 200 Park Avenue  
**Address Line 4:** New York, NEW YORK 10166

<b>NAME OF SUBMITTER:</b>	Yooson Sandy Lee
<b>SIGNATURE:</b>	/s/ Yooson Sandy Lee
<b>DATE SIGNED:</b>	12/29/2021

**Total Attachments: 6**

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## TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT, dated as of December 28, 2021 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Trademark Security Agreement”), is made by GOODWEST INDUSTRIES, LLC, a Delaware limited liability company (“Goodwest”), and NEW SKINNY MIXES, LLC, a Delaware limited liability company (“Skinny Mixes” and, together with Goodwest, collectively, the “Grantors” and each, a “Grantor”), in favor of MONROE CAPITAL MANAGEMENT ADVISORS, LLC (“Monroe”), as collateral agent for the Secured Parties (in such capacity, and together with its successors and permitted assigns, the “Collateral Agent”). Capitalized terms used herein and not otherwise defined herein shall have the meanings assigned to such terms in the Credit Agreement and the Security Agreement, as applicable, referred to therein.

WHEREAS, the Borrower, Monroe as administrative agent for the Lenders (in such capacity, together with its successors and permitted assigns, the “Administrative Agent”), the Collateral Agent, each Lender from time to time party thereto (collectively, the “Lenders” and individually, a “Lender”) and the Swing Line Lenders and L/C Issuers party thereto have entered into that certain Credit Agreement, dated as of December 28, 2021 (the “Closing Date”) (as amended, restated, amended and restated, extended, supplemented or otherwise modified from time to time, the “Credit Agreement”), pursuant to which the Lenders have severally agreed to make Loans, the Swing Line Lenders to make Swing Line Loans, the L/C Issuers to issue Letters of Credit, the Hedge Banks to enter into Secured Hedge Agreements and the Cash Management Banks to enter into agreements in respect of Cash Management Obligations upon the terms and subject to the conditions therein.

WHEREAS, in connection with the Credit Agreement, the Grantors have entered into that certain Security Agreement, dated as of the Closing Date (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”), in order to induce the Lenders to make Loans, the Swing Line Lenders to make Swing Line Loans, the L/C Issuers to issue Letters of Credit, the Hedge Banks to enter into Secured Hedge Agreements and the Cash Management Banks to enter into agreements in respect of the Cash Management Obligations.

WHEREAS, under the terms of the Security Agreement, the Grantors have granted to the Collateral Agent, for the benefit of the Secured Parties, a security interest in, among other property, certain Intellectual Property of the Grantors, and have agreed as a condition thereof to execute this Trademark Security Agreement for recording with the United States Patent and Trademark Office (the “USPTO”).

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

SECTION 1. Grant of Security. Each Grantor hereby grants to the Collateral Agent for the benefit of the Secured Parties a security interest in all of such Grantor’s right, title and interest in and to the following, but excluding any Excluded Property (the “IP Collateral”):

- (a) all registered Trademarks (as defined in the Security Agreement) and Trademarks for which applications are pending in the USPTO set forth in Schedule A hereto (excluding any Excluded Property); and

Including (i) all income, fees, royalties, damages, and payment now and hereafter due and/or payable with respect to any of the foregoing, and (ii) rights to sue for past, present, and future infringement, misappropriation, or other violations of any of the foregoing.

SECTION 2. Security for Obligations. The grant of a security interest in the IP Collateral by each Grantor under this Trademark Security Agreement secures the payment of all Obligations of such Grantor now or hereafter existing under or in respect of the Loan Documents, whether direct or indirect, absolute or contingent, and whether for principal, reimbursement obligations, interest, premiums, penalties, fees, indemnifications, contract causes of action, costs, expenses or otherwise. Without limiting the generality of the foregoing, this Trademark Security Agreement secures, as to each Grantor, the payment of all amounts that constitute part of the secured Obligations and that would be owed by such Grantor to any Secured Party under the Loan Documents but for the fact that such secured Obligations are unenforceable or not allowable due to the existence of a bankruptcy, reorganization or similar proceeding involving a Loan Party.

SECTION 3. Recordation. This Trademark Security Agreement has been executed and delivered by the Grantors for the purpose of recording the grant of security interest herein with the USPTO. Each Grantor authorizes and requests that the Commissioner for Trademarks record this Trademark Security Agreement.

SECTION 4. Execution in Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

SECTION 5. Grants, Rights and Remedies. This Trademark Security Agreement has been entered into in conjunction with the provisions of the Security Agreement. Each Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Collateral Agent with respect to the IP Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Trademark Security Agreement and the terms of the Security Agreement, the terms of the Security Agreement shall govern.

SECTION 6. Governing Law. This Trademark Security Agreement shall be governed by, and construed in accordance with, the laws of the State of New York.

SECTION 7. Severability. In case any one or more of the provisions contained in this Trademark Security Agreement should be held invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and in the Security Agreement shall not in any way be affected or impaired thereby (it being understood that the invalidity of a particular provision in a particular jurisdiction shall not in and of itself affect the validity of such provision in any other jurisdiction). The parties hereto shall endeavor in good-faith negotiations to replace the invalid, illegal or unenforceable provisions with valid provisions the economic effect of which comes as close as possible to that of the invalid, illegal or unenforceable provisions.

[Signature Pages Follow]

IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

**GOODWEST INDUSTRIES, LLC,**  
as a Grantor

By:   
Name: Steven Dorst  
Title: Chief Financial Officer

**NEW SKINNY MIXES, LLC,**  
as a Grantor

By:   
Name: Steven Dorst  
Title: Chief Financial Officer


[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT]

sf-4646345

**TRADEMARK**  
**REEL: 007544 FRAME: 0592**

ACCEPTED AND AGREED:

**MONROE CAPITAL MANAGEMENT  
ADVISORS, LLC**, as Collateral Agent

By:   
Name: Matthew J. Bernstein  
Title: Director

[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT]

**RECORDED: 12/29/2021**

**TRADEMARK  
REEL: 007544 FRAME: 0593**