

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM698795

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Pledge and Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pipes & Shaw, LLC		12/30/2021	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	JPMorgan Chase Bank, National Association		
Street Address:	237 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	4874869	BEARD & SONS	
Registration Number:	5469405	VB	
Registration Number:	4630563	VERONICA BEARD	
Registration Number:	4630564	VERONICA BEARD	
Registration Number:	4083720	VERONICA BEARD	
Registration Number:	5434938	VERONICA BEARD	
Registration Number:	5370157	VERONICA BEARD	
Registration Number:	5369763	VERONICA BEARD	
Registration Number:	5945150	VERONICA BEARD	
Registration Number:	6068311	VERONICA BEARD	
Registration Number:	6350206	VERONICA BEARD	
Registration Number:	6541359	VERONICA BEARD	
Serial Number:	90370323	VERONICA BEARD	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2122383214		
Email:	selwin@emmetmarvin.com		

OP \$340.00 4874869

Correspondent Name: Sharon Elwin
Address Line 1: 120 Broadway, 32nd Floor
Address Line 2: Emmet, Marvin & Martin, LLP
Address Line 4: New York, NEW YORK 10271

ATTORNEY DOCKET NUMBER: 60068.67

NAME OF SUBMITTER: Sharon Elwin

SIGNATURE: /Sharon Elwin/

DATE SIGNED: 12/30/2021

Total Attachments: 4

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SECURITY AGREEMENT

GRANT OF SECURITY INTEREST (TRADEMARKS)

The undersigned, a Delaware limited liability company (the "Grantor"), is obligated to JPMORGAN CHASE BANK, N.A., as Lender (the "Secured Party"), and has entered into the Pledge and Security Agreement, dated as of December 30, 2021 (as amended, supplemented or otherwise modified from time to time, the "Security Agreement"), in favor of the Secured Party.

Pursuant to the Security Agreement, the Grantor granted to the Secured Party a security interest in and to all of the right, title and interest of the Grantor in and to the trademarks listed on Schedule I, which trademarks are filed with the United States Patent and Trademark Office (the "Trademarks"), together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the prompt payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

For good and valuable consideration, the receipt of which is hereby acknowledged, and for the purpose of recording the grant of the security interest as aforesaid, the Grantor does hereby further assign to the Secured Party, and grant to the Secured Party a security interest in, the Collateral to secure the prompt payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Secured Party with respect to the assignment of and security interest in the Collateral made and granted hereby are set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

The Secured Party's address for notices is:

JPMorgan Chase Bank, N.A., as Lender
237 Park Ave, 6th Floor
New York, NY 10017
Attention: Gina Franceschini
Telecopier: (646) 534-2251

This Grant of Security Interest shall be construed in accordance with and governed by the law of the State of New York.

[Signature Page Follows]

IN WITNESS WHEREOF, the Grantor has caused this Grant of Security Interest to be duly executed by its duly authorized officer as of the 30 day of December, 2021.

PIPES & SHAW, LLC

By: 

Name: Stephanie Urwin

Title: President

Signature Page to Trademark Security Agreement

TRADEMARK
REEL: 007546 FRAME: 0025

Schedule 1
to
Grant of Security Interest (Trademarks)
Dated as of December 30, 2021

Trademarks

TRADEMARK REGISTRATIONS

Jurisdiction	Trademark	Registration Date	Registration Number
Brazil	VERONICA BEARD	02/26/2019	913212601
Brazil	VERONICA BEARD	02/26/2019	913212580
Canada	VERONICA BEARD	06/18/2018	TMA999280
Canada	VERONICA BEARD	08/12/2013	TMA857330
Chile	VERONICA BEARD	02/13/2018	1.269.526
China	VERONICA BEARD	07/21/2017	20158505
China	VERONICA BEARD	08/14/2014	12249156
China	VERONICA BEARD	02/14/2019	30518159
China	VERONICA BEARD	02/14/2019	30520701
China	VERONICA BEARD	01/21/2015	13255137
China	VERONICA BEARD	02/14/2019	30519248
China	VERONICA BEARD	02/14/2019	30543794
China	VERONICA BEARD	02/14/2019	30532136
China	VERONICA BEARD	03/07/2019	30525113
China	VERONICA BEARD	01/28/2019	29968182
China	VERONICA BEARD	10/14/2018	20976815
China	VERONICA BEARD	02/14/2019	30518169
China	VERONICA BEARD	02/14/2019	30525089
China	VERONICA BEARD	02/14/2019	30518335
China	VERONICA BEARD	02/14/2019	30527927
China	VERONICA BEARD	02/14/2019	30523744
China	VERONICA BEARD	02/14/2019	30528323
China	VERONICA BEARD	01/28/2018	22333236
China	VERONICA BEARD	01/28/2018	22333237
European Union	VERONICA BEARD	04/06/2017	016186694
European Union	VERONICA BEARD	08/31/2012	010691038
International	VERONICA BEARD	02/13/2017	1345601
International	VERONICA BEARD	07/12/2017	1359222
International	VERONICA BEARD	04/22/2016	1300613
Japan	VERONICA BEARD	10/21/2016	5890690
Kuwait	VERONICA BEARD	04/14/2019	1616292
Kuwait	VERONICA BEARD	04/14/2019	1616291
Lebanon	VERONICA BEARD	09/06/2017	181341
Saudi Arabia	VERONICA BEARD	02/04/2018	1438026844
Saudi Arabia	VERONICA BEARD	02/04/2018	1438026845
Taiwan	VERONICA BEARD	12/01/2018	01956839
United Arab Emirates	VERONICA BEARD	08/26/2018	279047

Jurisdiction	Trademark	Registration Date	Registration Number
United Arab Emirates	VERONICA BEARD	08/26/2018	279048
United Kingdom	VERONICA BEARD	08/31/2012	UK00910691038
United Kingdom	VERONICA BEARD	04/06/2017	UK00916186694
United States of America	BEARD & SONS	12/22/2015	4,874,869
United States of America	VB (Stylized)	05/15/2018	5,469,405
United States of America	VERONICA BEARD	11/04/2014	4,630,563
United States of America	VERONICA BEARD	11/04/2014	4,630,564
United States of America	VERONICA BEARD	01/10/2012	4,083,720
United States of America	VERONICA BEARD	03/27/2018	5,434,938
United States of America	VERONICA BEARD	01/02/2018	5,370,157
United States of America	VERONICA BEARD	01/02/2018	5,369,763
United States of America	VERONICA BEARD	12/24/2019	5,945,150
United States of America	VERONICA BEARD	06/02/2020	6,068,311
United States of America	VERONICA BEARD	05/11/2021	6,350,206
United States of America	VERONICA BEARD	10/26/2021	6,541,359

TRADEMARK APPLICATIONS

Jurisdiction	Trademark	Application Filing Date	Application Serial Number
Canada	VERONICA BEARD	12/21/2016	1815502
China	VERONICA BEARD	09/17/2013	13255138
Hong Kong	VERONICA BEARD	11/28/2021	305784841
United States of America	VERONICA BEARD	12/09/2020	90/370,323