

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707454

| | | | |
|-----------------------------------|--|---------------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| THRIVE MARKET, INC. | | 02/09/2022 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | JPMORGAN CHASE BANK, N.A., as Administrative Agent | | |
| Street Address: | 237 Park Avenue | | |
| Internal Address: | 6th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10017 | | |
| Entity Type: | National Banking Association: UNITED STATES | | |
| PROPERTY NUMBERS Total: 37 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5020791 | THRIVE MARKET | |
| Registration Number: | 5360450 | THRIVE MARKET | |
| Registration Number: | 6039529 | THRIVE MARKET | |
| Registration Number: | 6085936 | THRIVE MARKET | |
| Registration Number: | 6102289 | THRIVE MARKET | |
| Registration Number: | 6039530 | THRIVE MARKET | |
| Registration Number: | 6140644 | THRIVE MARKET | |
| Registration Number: | 6380480 | THRIVE MARKET | |
| Registration Number: | 6092494 | THRIVE -MARKET- | |
| Registration Number: | 6254025 | THRIVE CASH | |
| Registration Number: | 6149556 | BELONG TO A BETTER MARKET | |
| Registration Number: | 6149557 | BELONG TO A BETTER MARKET | |
| Registration Number: | 6487036 | HEALTHY LIVING MADE EASY | |
| Registration Number: | 5016348 | WHOLESOME PRODUCTS. WHOLESALE PRICES. | |
| Serial Number: | 90081256 | THRIVE MARKET | |
| Serial Number: | 90080742 | THRIVE MARKET | |
| Serial Number: | 90408584 | THRIVE MARKET | |
| Serial Number: | 90139893 | THRIVE -MARKET- | |

OP \$940.00 5020791

| Property Type | Number | Word Mark |
|----------------|----------|------------------------|
| Serial Number: | 90139834 | THRIVE -MARKET- |
| Serial Number: | 90070559 | THRIVE MARKET |
| Serial Number: | 90070576 | THRIVE MARKET |
| Serial Number: | 90337839 | THRIVE GIVES |
| Serial Number: | 90339684 | DO HEALTHY YOUR WAY |
| Serial Number: | 90339816 | DO HEALTHY YOUR WAY |
| Serial Number: | 90676295 | FAE |
| Serial Number: | 90676299 | FAE |
| Serial Number: | 90878367 | FOR ALL, EVERYWHERE |
| Serial Number: | 90878483 | FOR ALL, EVERYWHERE |
| Serial Number: | 90538994 | ROSEY |
| Serial Number: | 90539005 | ROSEY |
| Serial Number: | 90557932 | ROSEY |
| Serial Number: | 90544402 | ROSEY BY THRIVE MARKET |
| Serial Number: | 90544475 | ROSEY BY THRIVE MARKET |
| Serial Number: | 90557910 | ROSEY BY THRIVE MARKET |
| Serial Number: | 88725834 | WELLMADE |
| Serial Number: | 97061702 | NEETO |
| Serial Number: | 97061611 | NEETO |

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: 2023704750

Email: ipteam@cogencyglobal.com

Correspondent Name: Joanna McCall

Address Line 1: 1025 Connecticut Ave NW, Suite 712

Address Line 2: Cogency Global Inc.

Address Line 4: Washington, D.C. 20036

ATTORNEY DOCKET NUMBER: 1596010

NAME OF SUBMITTER: Andrew Nash

SIGNATURE: /Andrew Nash/

DATE SIGNED: 02/09/2022

Total Attachments: 27

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT (this “Agreement”) is entered into as of February 9, 2022 by and between THRIVE MARKET, INC., a Delaware corporation (the “Borrower”), the other Loan Parties from time to time party to the Credit Agreement referred to below (collectively, together with the Borrower, the “Grantor”), and JPMORGAN CHASE BANK, N.A., in its capacity as administrative agent and collateral agent for the Lenders (in such capacity, together with its successors and assigns in such capacity, the “Administrative Agent”).

RECITALS

A. Administrative Agent has made certain advances of money and extended certain financial accommodation to the Borrower in the amounts and manner set forth in that certain Credit Agreement, dated as of January 31, 2020, by and among the Borrower, the lender party thereto (the “Existing Lender”), and the Administrative Agent (as amended, amended and restated, supplemented or otherwise modified prior to the date of this Agreement, the “Existing Credit Agreement”).

B. At the Borrower’s request, the Existing Lender has agreed to make further advances of money and extend further financial accommodation, and the other Lenders party to the Credit Agreement (as referred to below) as of the date of this Agreement have agreed to make certain advances of money and extend certain financial accommodation (collectively, the “Loans”), by way of an amendment and restatement of the Existing Credit Agreement, accomplished by entry into that certain Amended and Restated Credit Agreement, dated as of the date hereof, by and among the Grantor, the lenders party thereto (the “Lenders”) and the Administrative Agent (as amended, restated, supplemented, modified or otherwise changed from time to time, including any replacement agreement therefor, the “Credit Agreement”; capitalized terms used but not defined herein shall have the meanings assigned to them in the Credit Agreement).

C. Pursuant to the terms of the Amended and Restated Security Agreement, dated as of the date hereof (as the same may be amended, modified or supplemented from time to time, the “Security Agreement”), by and among the Administrative Agent and the Grantor, the Grantor has granted to the Administrative Agent a security interest in all of the Grantor’s right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

D. The Lenders are willing to extend the Loans to the Grantor, but only upon the condition, among others, that the Grantor shall grant to the Administrative Agent a security interest in the Collateral (as defined in the Security Agreement), including certain Copyrights, Trademarks and Patents (as each term is described below) to secure the obligations of the Grantor under the Credit Agreement, by way of an amendment and restatement of the Existing Agreement on the terms and conditions set forth herein.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Credit Agreement, the Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

1. Grant of Security Interest. The Grantor grants and pledges to the Administrative Agent a security interest in all of the Grantor's right, title and interest in, to and under its intellectual property (all of which shall collectively be called the "Intellectual Property Collateral"), including, without limitation, the following:

(a) Any and all copyright rights , copyright applications, copyright registrations and like protections in each work protectable by copyright, including without limitation those set forth on Exhibit A attached hereto (collectively, the "Copyrights");

(b) [Reserved]

(c) [Reserved]

(d) All patents and patent applications, including, without limitation, improvements and inventions described and claimed therein, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "Patents");

(e) Any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, trade names, trade dress, and trade styles and the goodwill of the business of the Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the "Trademarks");

(f) All licensing agreements or similar arrangements in and to any of the Copyrights, Patents, or Trademarks, except for any such agreement or arrangement that (i) is in no way material to the conduct of its business or operations, taken as a whole, and (ii) has an enterprise value, in each case, of less than One Million Dollars (\$1,000,000);

(g) All income, royalties, damages, and payments now or hereafter due or payable with respect to the intellectual property rights identified above, including, without limitation, damages, claims, and payments for past and future infringements thereof, and all rights to sue for past, present, and future infringements of the foregoing, including the right to settle suits involving claims and demands for royalties owing;

(h) All renewals of the Copyrights and Trademarks, and all reissues, divisionals, continuations, renewals, extensions, and continuations-in-part of any of the Patents; and

(i) All proceeds and products of the foregoing, including without limitation all payments under insurance in respect of any of the foregoing.

Notwithstanding anything contained in this Agreement to the contrary, the term "Intellectual Property Collateral" (or any other defined term or subcategory of assets that is used in such definition) shall not include Excluded Collateral (as defined in the Security Agreement); provided, that if and when any property that would otherwise constitute Intellectual Property Collateral shall cease to be Excluded Collateral, such property shall be deemed at all times from and after such date to constitute Intellectual Property Collateral.

2. Recordation. The parties hereto authorize and request that the Commissioner of Patents, the Commissioner for Trademarks and the Register of Copyrights of the United States record this security interest in the Intellectual Property Collateral.

3. [Reserved]

4. Loan Documents. This Agreement has been entered into pursuant to and in conjunction with the Security Agreement, which is hereby incorporated by reference. The provisions of the Security Agreement shall supersede and control over any conflicting or inconsistent provision herein. The rights and remedies of the Administrative Agent with respect to the Intellectual Property Collateral are as provided by the Credit Agreement, Security Agreement and the other Loan Documents, and nothing in this Agreement shall be deemed to limit such rights and remedies.

5. Execution in Counterparts. This Agreement may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Agreement that is an Electronic Signature transmitted by telecopy, emailed pdf. or any other electronic means that reproduces an image of an actual executed signature page shall be effective as delivery of a manually executed counterpart of this Agreement.

6. Successors and Assigns. This Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

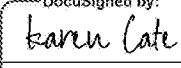
7. Governing Law. This Agreement and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the United States and the State of New York, without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

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IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

THRIVE MARKET, INC.

By:  _____
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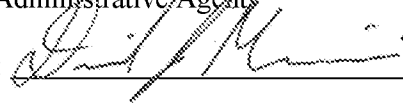
Name: Karen Cate

Title: Chief Financial Officer and Chief
Operating Officer

ADMINISTRATIVE AGENT:

JPMORGAN CHASE BANK, N.A.,
as Administrative Agent

By:



Name: Dan Maniaci

Title: Vice President

EXHIBIT A

Copyrights

None.

EXHIBIT B

Patents

**Thrive Market, Inc.
Patent Inventory**

| APPLICATION # | TITLE | FILING DATE | STATUS |
|--------------------------|--|------------------------|---------------|
| 17/220,582 | Apparatuses, Computer-Implemented Methods, and Computer Program Products for Improved Management, Selection, and Provision of Network Asset Data Objects | 4/1/21 | ALLOWED |
| 17/139,904 | Apparatus, Computer-Implemented Method, and Computer Program Product for Programmatically Selecting a User Survey Data Object From a Set of User Survey Data Objects and For Selecting Ranking Model(s) for Utilization Based on Survey Engagement Data Associated with the Selected User Survey Data Object | 12/31/20 | PENDING |

EXHIBIT C

Trademarks

**Thrive Market, Inc.
International Trademark Inventory**

I. United States 

A. Registered Trademarks (14)

(THRIVE MARKET marks appear first, then others alphabetically)

| Mark | Reg. no. | CI | Description of goods | Filing Date | Reg. Date | Next Action |
|---------------|-----------|----|---|---------------|---------------|--|
| THRIVE MARKET | 5,020,791 | 41 | Educational services , namely, conducting seminars and live events in the field of healthy lifestyles and wellness through the use of organic, non-toxic, healthy, natural and wholesome products and practices; providing a website featuring non-downloadable articles and videos in the field of healthy lifestyles and wellness through the use of organic, non-toxic, healthy, natural and wholesome products and practices. | Oct. 23, 2015 | Aug. 16, 2016 | File Sec. 8 & 9 renewal declarations w/USPTO between 8/16/2026 & 8/16/2027 |
| THRIVE MARKET | 5,360,450 | 3 | Household cleaning preparations ; laundry detergent. | Oct. 23, 2015 | Dec. 19, 2017 | File Sec. 8 & 15 affidavit w/USPTO between 12/19/2022 & 12/18/2023 |
| THRIVE MARKET | 6,039,529 | 35 | Wholesale buying club services in the field of organic and natural goods; charitable services, namely, coordinating the procurement and distribution of health food and wellness products to low-income families; Online retail store services featuring household supplies, housewares, food, bath, beauty and body products, vitamins, supplements, sports supplements and beverages, toys, diapers, apparel and accessories, health preparations, feeding and nursing supplies, backpacks, | Oct. 23, 2015 | Apr. 28, 2020 | File Sec. 8 & 15 affidavit w/USPTO between 4/28/2025 & 4/28/2026 |

| | | | | | | |
|----------------------|-----------|----|--|---------------|---------------|--|
| | | | lunch boxes, bedding, yoga accessories, towels and mats, home fragrances, cultures for fermentation, wraps for body and eyes; On-line retail store services featuring a wide variety of organic, non-toxic, healthy, natural and wholesome consumer goods of others; Arranging for delivery and transportation of organic and natural goods via ground and air carriers. | | | |
| THRIVE MARKET | 6,085,936 | 29 | Snack foods , namely, organic processed nuts and edible seeds; fruit-based organic snack foods; cooking oils, namely, coconut oil, vegetable oil, olive oil, avocado oil; nut butters; seed butters. | Oct. 23, 2015 | June 23, 2020 | File Sec. 8 & 15 affidavit w/USPTO between 6/23/2025 & 6/23/2026 |
| THRIVE MARKET | 6,102,289 | 30 | Natural sweeteners, namely, agave, stevia, and maple syrup; baking supplies, namely, flours, yeasts, sugars, baking powder, and mixes for bakery goods; dried pasta; condiments, namely, ketchup and sauces; processed grains, namely, rice and quinoa. | Oct. 23, 2015 | July 14, 2020 | File Sec. 8 & 15 affidavit w/USPTO between 7/14/2025 & 7/14/2026 |
| THRIVE MARKET | 6,039,530 | 39 | Delivery and packaging of organic and natural goods. | Oct. 23, 2015 | Apr. 28, 2020 | File Sec. 8 & 15 affidavit w/USPTO between 4/28/2025 & 4/28/2026 |
| THRIVE MARKET | 6,140,644 | 9 | Downloadable computer application software for mobile phones, mobile devices, tablets and personal digital devices, namely, software for searching, accessing, viewing and interacting with digital content in the fields of health, nutrition, wellness, personal improvement, leisure, cooking, wine, entertaining, nature, lifestyle, conservation, sustainability, shopping and general interest topics; Downloadable computer application software for mobile | Feb. 5, 2020 | Sept. 1, 2020 | File Sec. 8 & 15 affidavit w/USPTO between 9/1/2025 & 9/1/2026 |

| | | | | | | |
|----------------------------------|-----------|----|---|---------------|----------------|--|
| | | | phones, mobile devices, tablets and personal digital devices, namely, software for viewing digital content information and purchasing groceries, household and retail goods. | | | |
| THRIVE MARKET | 6,380,480 | 29 | Canola oil. | Oct. 13, 2015 | June 8, 2021 | File Sec. 8 & 15 affidavit w/USPTO between 6/8/2026 & 6/8/2027 |
| THRIVE ~ MARKET ~ | 6,092,494 | 32 | Smoothies ; fruit smoothies. | Aug. 13, 2019 | June 30, 2020 | File Sec. 8 & 15 affidavit w/USPTO between 6/30/2025 & 6/30/2026 |
| THRIVE CASH | 6,254,025 | 35 | Customer loyalty program services , namely, administration and provision of customer loyalty and incentive programs enabling participants to earn rewards in the nature of discounts, coupons and gift cards in return for the purchase of goods, participation in marketing promotions, provision of product feedback and reviews, and referral of customers. | Jan. 3, 2019 | Jan. 26, 2021 | File Sec. 8 & 15 affidavit w/USPTO between 1/26/2026 & 1/27/2027 |
| BELONG TO A BETTER MARKET | 6,149,556 | 35 | On-line retail store services featuring foods, beverages, wines, housewares, beauty and health supplies, vitamins and supplements, cleaning supplies, cosmetics, baby products and pet products; Online retail grocery store services | Dec. 16, 2019 | Sept. 8, 2020 | File Sec. 8 & 15 affidavit w/USPTO between 9/8/2025 & 9/8/2026 |
| BELONG TO A BETTER MARKET | 6,149,557 | 39 | Delivery of goods ; Packaging articles for transportation; Shipping of goods; Transport, delivery, packaging, and storage of goods | Dec. 16, 2019 | Sept. 8, 2020 | File Sec. 8 & 15 affidavit w/USPTO between 9/8/2025 & 9/8/2026 |
| HEALTHY LIVING MADE EASY | 6,487,036 | 39 | Delivery of goods ; Packaging articles for transportation; Shipping of goods; Transport, delivery, packaging, and storage of goods | Dec. 16, 2019 | Sept. 14, 2021 | File Sec. 8 & 15 affidavit w/USPTO between 9/14/2026 & 9/14/2027 |

| | | | | | | |
|---|-----------|----|---|---------------|--------------|--|
| WHOLESOME PRODUCTS. WHOLESAL PRICES. | 5,016,348 | 35 | Online retail store services featuring groceries and health and wellness products; retail and wholesale buying club services in the field of organic and natural goods; on-line grocery store services featuring home delivery services. | Oct. 23, 2015 | Aug. 9, 2016 | File Sec. 8 & 15 affidavit w/USPTO between 8/9/2021 & 8/8/2022 |
|---|-----------|----|---|---------------|--------------|--|

B. Pending Applications (22)

(THRIVE & THRIVE MARKET marks appear first, then others alphabetically)

| Mark | Appl no. | Cl. | Description of goods | Filing Date | Status | Next Action |
|---------------|----------|-----|--|---------------|--|--|
| THRIVE MARKET | 90081256 | 29 | Chicken; beef; jerky; meat-based snack food; ; ready-to-eat meals consisting primarily of vegetables; ready-to-eat meals consisting primarily of meats, cheese and also including rice, pasta, vegetables; frozen ready-to-eat meals consisting primarily of vegetables legume-type bean-based snack food; refried, dried and baked beans; dried great northern beans; canned tomatoes; veggie burger patties, namely, mushroom burgers; chili; bone broth; coconut milk; powdered creamer for beverages; fruit cups comprised of organic sliced fruits; fruit spreads ; grain-free puffs, namely, snack foods made from chickpeas, Brussel sprouts and sweet potato flour and in the form of puffs; vegetable chips; vegetable-based snack foods in the nature of veggie sticks; organic dried coconut in the form of chips; seaweed snacks, namely, dried and roasted edible seaweed; puffed cassava chips; bean-based snack foods; olive snacks, namely, organic processed, dried and pitted olives; roasted cashew nuts; flavored collagen ; oil-based cooking spray; regenerative pig fat in the nature of pork lard; a vegetable based blend shaped like traditional rice for use as a substitute for rice. | July 29, 2020 | USPTO published for opposition on Dec. 21, 2021. | If no one opposes, USPTO should grant Notice of Allowance by early March 2022. |
| THRIVE MARKET | 90080742 | 30 | Coffee; instant coffee; tea; herbal tea; Matcha; Matcha tea drink mixes, namely, mixes for making Matcha tea; bone | July 29, 2020 | USPTO published for opposition on Dec. 21, 2021. | If no one opposes, USPTO should grant Notice of |

| | | | | | | |
|----------------------|------------------|---|--|-------------------------|---|---|
| | | | <p>broth; powdered creamer for beverages; honey; applesauce; quinoa-based snack foods; vinegar; rice vinegar; ketchup; salt; condiments, namely, savory sauces used as condiments and chili oil being condiments; soy sauce; steak sauce; Sriracha sauce; Worcestershire sauce; buffalo sauce in the nature of hot sauce; barbecue sauce; pasta sauce; cranberry sauce; stuffing mixes consisting primarily of organic whole wheat flour and also including organic spices, organic tapioca syrup, seas salt, organic wheat gluten, organic sunflower oil and yeast; salad dressings; mushroom powder; Miso bean paste; cashew flour; cassava flour; nut flour; paleo flour; paleo pancake mix; crispbreads; cookies; crackers; cake mixes; extracts for use as food flavoring, not essential oils; chocolate-covered nuts; chocolate-covered roasted coffee beans and vanilla beans; bean meal chips; confectionery chips for baking; pasta; a vegetable-based blend shaped like rice for use as substitutes for rice, namely, a chickpea-based, broccoli-based or cauliflower-based blend shaped like traditional rice for use as substitutes for rice; grain-free puffs, namely, snack foods made from corn, cassava flour, and navy bean meal and in the form of puffs.</p> | | | Allowance by early March 2022. |
| THRIVE MARKET | 90 40858 4 | 3 | <p>Body wash; hand wash; non-medicated mouthwashes; body lotion; hand lotion; lip balm; diaper balm; belly balm; nipple balm; perineal spray; sunscreen; toothpaste; shampoo; conditioner; baby wipes impregnated with</p> | Dec. 23, 202 0 | Filed appeal of USPTO initial refusal on 1/18/2022. | USPTO should review and reply by late March 2022. |




| | | | | | | |
|-----------------------------|------------------|----|--|-------------------------|--|--|
| | | | cleaning preparations; essential oils | | | |
| THRIVE - MARKET - | 90 13989 3 | 29 | Chicken; beef; jerky; meat-based snack food; ready-to-eat meals consisting primarily of vegetables; ready-to-eat meals consisting primarily of meats, cheese and also including rice, pasta, vegetables; frozen ready-to-eat meals consisting primarily of vegetables; legume-type bean-based snack food; refried, dried and baked beans; dried great northern beans; canned tomatoes; veggie burger patties, namely, mushroom burgers; chili; bone broth; coconut milk; powdered creamer for beverages; fruit cups comprised of organic sliced fruits; fruit spreads; grain-free puffs, namely, snack foods made from chickpeas, Brussel sprouts and sweet potato flour and in the form of puffs; vegetable chips; vegetable-based snack foods in the nature of veggie sticks; organic dried coconut in the form of chips; seaweed snacks, namely, dried and roasted edible seaweed; puffed cassava chips; bean-based snack foods; olive snacks, namely, dried and cooked olives; roasted cashew nuts; flavored collagen ; oil-based cooking spray; regenerative pig fat in the nature of pork lard; a vegetable-based blend shaped like traditional rice for use as a substitute for rice. | Aug. 26. 202 0 | USPTO published for opposition on Dec. 21, 2021. | If no one opposes, USPTO should grant Notice of Allowance by early March 2022. |
| THRIVE - MARKET - | 90 13983 4 | 30 | Coffee; instant coffee; tea; herbal tea; Matcha; Matcha tea drink mixes, namely, mixes for making Matcha tea; bone broth; powdered creamer for beverages ; honey; applesauce; quinoa-based snack foods; vinegar; rice vinegar; ketchup; salt; condiments, namely, | Aug. 26. 202 0 | USPTO published for opposition on Dec. 21, 2021. | If no one opposes, USPTO should grant Notice of Allowance by early March 2022. |

| | | | | | | |
|---|------------------|----|--|-------------------------|--|--|
| | | | <p>savory sauces used as condiments and chili oil being condiments; soy sauce; steak sauce; Sriracha sauce; Worcestershire sauce; buffalo sauce in the nature of hot sauce; barbecue sauce; pasta sauce; cranberry sauce; stuffing mixes consisting primarily of organic whole wheat flour and also including organic spices, organic tapioca syrup, seas salt, organic wheat gluten, organic sunflower oil and yeast; salad dressings; mushroom powder; Miso bean paste; cashew flour; cassava flour; nut flour; paleo flour; paleo pancake mix; crispbreads; cookies; crackers; cake mixes; extracts for use as food flavoring, not essential oils; chocolate-covered nuts; chocolate-covered roasted coffee beans and vanilla beans; bean meal chips; confectionery chips for baking; pasta; a vegetable-based blend shaped like rice for use as substitutes for rice, namely, a chickpea-based, broccoli-based or cauliflower-based blend shaped like traditional rice for use as substitutes for rice; grain-free puffs, namely, snack foods made from corn, cassava flour, and navy bean meal and in the form of puffs.</p> | | | |
|  | 90 07055 9 | 35 | <p>On-line retail store services featuring foods, beverages, wines, housewares, beauty and health supplies, vitamins and supplements, cleaning supplies, cosmetics, baby products and pet products; Online retail grocery store services.</p> | July 23, 202 0 | <p>USPTO published for opposition on Jan. 11, 2022; TTAB granted ext. of time to Thrive Juice Lab to oppose.</p> | <p>Thrive Juice Lab has until Mar. 12, 2022 to oppose, otherwise USPTO should grant registration by late April 2022.</p> |
|  | 90 07057 6 | 39 | <p>Delivery of goods; Packaging articles for transportation; Shipping of goods; Transport, delivery, packaging, and storage of goods</p> | July 23, 202 0 | <p>USPTO published for opposition on Jan. 11, 2022.</p> | <p>If no one opposes, USPTO should grant Notice of</p> |

| | | | | | | |
|----------------------------|------------------|----|---|-------------------------|--|---|
| | | | | | | Allowance by early April 2022. |
| THRIVE GIVES | 90 33783 9 | 36 | Charitable foundation services , namely, providing financial assistance for programs and services of others; Charitable fundraising services | Nov. 23, 202 0 | We successfully appealed initial refusal; USPTO will publish application on Feb. 15, 2022. | If no one opposes by Mar. 17, 2022, USPTO should grant registration by late May 2022. |
| DO HEALTHY YOUR WAY | 90 33968 4 | 35 | On-line wholesale and retail store services featuring foods, beverages, wines, housewares, beauty and health supplies, vitamins and supplements, cleaning supplies, cosmetics, personal care products, baby products and pet products; Online retail grocery store services | Nov. 24, 202 0 | USPTO granted Notice of Allowance Aug. 3, 2021. | File Statement of Use or 1 st Extension request by Feb. 3, 2022. |
| DO HEALTHY YOUR WAY | 90 33981 6 | 39 | Delivery of goods ; Packaging articles for transportation; Shipping of goods; Transport, delivery, packaging, and storage of goods | Nov. 24, 202 0 | USPTO granted Notice of Allowance Aug. 3, 2021. | File Statement of Use or 1 st Extension request by Feb. 3, 2022. |
| FAE | 90 67629 5 | 3 | After-sun care creams, lotions, oils and ointments; Aloe vera gel for cosmetic, topical and after-sun care use; Baby wipes impregnated with cleaning preparations; Bar soap; Bath salts not for medical purposes; Bath soaps in liquid, solid and gel form; Body lotion; Body oils; Body scrubs; Body wash; Cosmetic clay masks; Deodorant for personal use; Disposable wipes impregnated with cleansing chemicals or compounds for personal hygiene; Essential oils; Exfoliant cleansers, creams, lotions, scrubs and serums; Eye cream; Facial cleansers; Facial lotion; Facial oil; Facial sheet masks for cosmetic use; Hair shampoos and conditioners; Hand lotions; Hand soap in liquid, solid and gel form; lip balms; Non-medicated healing balms for use on the skin and lips; Non-medicated skin care | Apr. 28, 202 1 | USPTO granted Notice of Allowance Dec. 13, 2021. | File Statement of Use or 1 st Extension Request by June 13, 2021. |

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| | | | preparations containing bentonite clay; Non-medicated soaps for face; Rosewater for cosmetic purposes; Rosewater spray for cosmetic purposes; Skin toners; Skin care preparations, namely, body balm; Sunscreen creams, lotions and sprays; wipes impregnated with a skin cleanser | | | |
| FAE | 90 67629 9 | 5 | Insect repellent; Hand-sanitizing preparations; Aloe vera preparations for therapeutic purposes; Balms for medical purposes: Bentonite clay used for therapeutic purposes for human use | Apr. 28, 202 1 | USPTO granted Notice of Allowance Jan. 11, 2022. | File Statement of Use or 1 st Extension Request by July 11, 2022. |
| FOR ALL, EVERYWHERE | 90 87836 7 | 3 | After-sun care creams, lotions, oils and ointments; Aloe vera gel for cosmetic, topical and after-sun care use; Baby wipes impregnated with cleaning preparations; Bar soap; Bath salts not for medical purposes; Bath soaps in liquid, solid and gel form; Body lotion; Body oils; Body scrubs; Body wash; Cosmetic clay masks; Deodorant for personal use; Disposable wipes impregnated with cleansing chemicals or compounds for personal hygiene; Essential oils; Exfoliant cleansers, creams, lotions, scrubs and serums; Eye cream; Facial cleansers; Facial lotion; Facial oil; Facial sheet masks for cosmetic use; Hair shampoos and conditioners; Hand lotions; Hand soap in liquid, solid and gel form; lip balms; Non-medicated healing balms for use on the skin and lips; Non-medicated skin care preparations containing bentonite clay; Non-medicated soaps for face; Rosewater for cosmetic purposes; Rosewater | Aug. 11, 202 1 | USPTO granted Notice of Allowance Jan. 11, 2022. | File Statement of Use or 1 st Extension Request by July 11, 2022. |

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| | | | spray for cosmetic purposes; Skin toners; Skin care preparations, namely, body balm; Sunscreen creams, lotions and sprays; wipes impregnated with a skin cleanser | | | |
| FOR ALL, EVERYWHERE | 90 87848 3 | 5 | Insect repellent; Hand-sanitizing preparations; Aloe vera preparations for therapeutic purposes; Balms for medical purposes: Bentonite clay used for therapeutic purposes for human use | Aug. 11, 202 1 | USPTO granted Notice of Allowance Jan. 11, 2022. | File Statement of Use or 1 st Extension Request by July 11, 2022. |
| ROSEY | 90 53899 4 | 3 | Bar soap; Carpet cleaning preparations; Dishwasher powder; Dishwashing detergents; Fabric softeners; Laundry sheets impregnated with detergent; Liquid laundry detergents; Powder laundry detergents; Sponges impregnated with cleaning preparations; Stain removers; Stain removers in handheld stick form; Toilet bowl detergents; Anti-static dryer sheets; Cleaning preparations for cleansing drains; Dishwasher rinsing agents; Disposable wipes impregnated with cleansing chemicals or compounds for household cleaning; Fruit and vegetable wash; General purpose cleaning, polishing, and abrasive liquids and powders; Laundry starch; Washing preparations and laundry bleach | Feb. 22, 202 1 | USPTO granted Notice of Allowance Dec. 13, 2021. | File Statement of Use or 1 st Extension Request by June 13, 2021. |
| ROSEY | 90 53900 5 | 16 | Cellulose wipes; Paper towels; Bathroom tissue; Facial tissue; Paper napkins; Paper wipes for cleaning; Toilet tissue. | Feb. 22, 202 1 | USPTO granted Notice of Allowance Dec. 13, 2021. | File Statement of Use or 1 st Extension Request by June 13, 2021. |
| ROSEY | 90 55793 2 | 21 | Brooms; Dish drying mats; Dryer balls that are placed in the clothes drying machine | Mar. 3, | USPTO granted Notice of | File Statement of Use or 1 st Extension |

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| | | | with the clothing to assist in the drying process; Dust-pans; Empty spray bottles; Glass storage jars; Microfiber cloths for cleaning; Mop heads; Mops; Oven mitts; Soap dispensers; Sponge holders; Toothbrush holders; Tub brushes; Bottle cleaning brushes; Cleaning sponges; Cooking utensils, namely, wire baskets; Countertop holders for paper towels; Paper baking cups; Silicone baking cups; Toilet brushes; Toilet paper holders. | 202 1 | Allowance Dec. 13, 2021. | Request by June 13, 2021. |
|  | 90 54440 2 | 3 | Bar soap; Carpet cleaning preparations; Dishwasher powder; Dishwashing detergents; Fabric softeners; Laundry sheets impregnated with detergent; Liquid laundry detergents; Powder laundry detergents; Sponges impregnated with cleaning preparations; Stain removers; Stain removers in handheld stick form; Toilet bowl detergents; Anti-static dryer sheets; Cleaning preparations for cleansing drains; Dishwasher rinsing agents; Disposable wipes impregnated with cleansing chemicals or compounds for household cleaning; Fruit and vegetable wash; General purpose cleaning, polishing, and abrasive liquids and powders; Laundry starch; Washing preparations and laundry bleach | Feb. 24, 202 1 | USPTO granted Notice of Allowance Jan. 25, 2022. | File Statement of Use or 1 st Extension Request by July 25, 2022. |
|  | 90 54447 5 | 16 | Cellulose wipes; Paper towels; Bathroom tissue; Facial tissue; Paper napkins; Paper wipes for cleaning; Toilet tissue. | Feb. 24, 202 1 | USPTO granted Notice of Allowance Jan. 25, 2022. | File Statement of Use or 1 st Extension Request by July 25, 2022. |
|  | 90 55791 0 | 21 | Cellulose wipes; Paper towels; Bathroom tissue; Facial tissue; Paper napkins; Paper wipes for cleaning; Toilet tissue. | Feb. 24, 202 1 | USPTO granted Notice of Allowance Jan. 25, 2022. | File Statement of Use or 1 st Extension |

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| | | | | | | Request by July 25, 2022. |
| WELLMADE | 88 72583 4 | 5 | Vitamin and mineral supplements; Vitamins and vitamin preparations; Dietary supplements; Herbal supplements; Mineral supplements; Natural dietary supplements; Natural herbal supplements; Nutritional supplements; Prenatal vitamins; Protein supplements. | Dec. 12, 201 9 | USPTO published for opposition on Jan. 4, 2022. | If no one opposes, USPTO should grant Notice of Allowance by late March 2022. |
| NEETO | 97/061 ,702 | 5, 29 , 30 | (05) Nutrition bars; nut-based snack bars; dietary supplement beverages for weight loss; powdered dietary supplements for weight loss; dietary and nutritional supplements containing oils (Int. 05). (29) Meat, fish, fruit, and vegetable-based foods; milk-based beverages and milk substitutes; powders used in preparation of milk-based beverages; nuts and seeds; nut butters; meat-based snack foods; soups; frozen meals consisting primarily of meat, poultry, fish or vegetables; frozen meals, namely, hash browns and zucchini patties; frozen and packaged vegetables; powdered oils and fats for food (Int. 29). (30) Coffee-based beverages; tea-based beverages; powders used in preparation of coffee-based beverages; powders used in preparation of tea-based beverages; rice; pasta; bread; cake mixes; flour; chocolate; candy; seasonings; spices; condiments; crackers; frozen meals, namely, pastries, French toast, pigs-in-a-blanket, breakfast burritos, sandwiches (Int. 30). | 10/0 6/20 21 | Filed with USPTO | |

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| NEETO (Stylized) | 97/061 ,611 | 5, 29 , 30 | <p>(05) Nutrition bars; nut-based snack bars; dietary supplement beverages for weight loss; powdered dietary supplements for weight loss; dietary and nutritional supplements containing oils (Int. 05).</p> <p>(29) Meat, fish, fruit, and vegetable-based foods; milk-based beverages and milk substitutes; powders used in preparation of milk-based beverages; nuts and seeds; nut butters; meat-based snack foods; soups; frozen meals consisting primarily of meat, poultry, fish or vegetables; frozen meals, namely, hash browns and zucchini patties; frozen and packaged vegetables; powdered oils and fats for food (Int. 29).</p> <p>(30) Coffee-based beverages; tea-based beverages; powders used in preparation of coffee-based beverages; powders used in preparation of tea-based beverages; rice; pasta; bread; cake mixes; flour; chocolate; candy; seasonings; spices; condiments; crackers; frozen meals, namely, pastries, French toast, pigs-in-a-blanket, breakfast burritos, sandwiches (Int. 30).</p> | 10/0 6/20 21 | Filed with USPTO | |
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II. International

A. South Korea 

1. Registrations (4)

| Mark | Reg. No. | CI | Goods | Reg. Date | Next Action |
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| THRIVE MARKET | 40-1530968 | 21 | Spatulas for kitchen use, serving utensils (tableware), serving scoops (household or kitchen utensil), serving spoons, serving tongs, and graters for household purposes; table plates, bowls (basins), serving trays; household hand-operated cleaning instruments; containers for household or kitchen use; kitchen utensils; cooking utensils (non-electric); cleaning tools and washing utensils (other than electric); apparatus for food and drink processing for household purposes (other than electric); serving dishes; serving forks; serving ladles; servingware (vessels) for serving beverages. | Oct. 11, 2019 | Renew registration between Oct. 12, 2028-Oct. 11, 2029. |
| THRIVE MARKET | 40-1530969 | 29 | Nut-based snack foods, processed nuts, processed edible seeds; fruit-based organic snack food; raisins; plantain chips; nut butters; canned tuna; canned sardines; frozen meat; frozen poultry; frozen seafood; preserved/frozen/dried and cooked fruits and vegetables; fruit-based snack food, soy-based snack food; seed-based snack food. | Oct. 11, 2019 | Renew registration between Oct. 12, 2028-Oct. 11, 2029. |
| THRIVE MARKET | 40-1530970 | 30 | Natural sweeteners, agave syrup (natural sweetener), stevia syrup, maple syrup; flours, yeasts, sugars, baking powder, cinnamon (spice); seasonings; spices; vinegar; dried pasta; condiments, ketchup, sauces; salsa sauces; processed whole grains, processed rice, processed quinoa; coffee; tea; cereal-based snack food; flour and preparations made from cereals; confectionery; bread-based stuffing mixes; biscuit mixes; cake mixes; cookie mixes; pancake mixes. | Oct. 11, 2019 | Renew registration between Oct. 12, 2028-Oct. 11, 2029. |
| THRIVE MARKET | 40-1573901 | 35 | Online retail store services featuring toys, adult diapers, babies' diapers, diapers for pets, apparel, brooches(clothing accessories), buckles(clothing accessories), backpacks, lunch boxes, bedding(except linen), yoga mats; procurement services for others in the form of wholesale buying clubs relating to nut-based snack foods, nut butters, meat, fish, preserved, frozen, dried and | Feb. 11, 2020 | Renew registration between Feb. 12, 2029 & Feb. 10, 2030. |

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| | | <p>cooked fruits and vegetables, fruit-based snack food, soy-based snack food, seed-based snack food, natural sweeteners, flour, yeast, baking powder, bread-based stuffing mixes, seasonings, spices, dried pasta, condiments, sauces, processed whole grains, processed rice, processed quinoa, coffee, tea, flour and preparations made from cereals, confectionery, non-alcoholic beverages, beer, ale and lager, alcoholic beverages except beers; online retail store services featuring containers for household or kitchen use, kitchen utensils, cooking utensils(non-electric), cleaning tools and washing utensils (other than electric)), household hand-operated cleaning instruments, apparatus for food and drink processing for household purposes (other than electric), nut-based snack foods, nut butters, meat, fish, preserved, frozen, dried and cooked fruits and vegetables, fruit-based snack food, soy-based snack food, seed-based snack food, natural sweeteners, flour, yeast, baking powder, bread-based stuffing mixes, seasonings, spices, dried pasta, condiments, sauces, processed whole grains, processed rice, processed quinoa, coffee, tea, flour and preparations made from cereals, confectionery, bath preparations for pets, bathroom furniture, bath mats, non-alcoholic beverages, beer, ale and lager, alcoholic beverages except beers, feeding bottles, nursing bottles, domestic pet feeding apparatus, yoga swings, yoga blocks, yoga straps, pillows for use in the practice of yoga, towels of textile for yoga, bacterial cultures for addition to food products</p> | |
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B. Canada 

Pending Applications

| Mark | Appl. No. | Filing Date | Goods/Services |
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| THRIVE MARKET | 2072726 | Dec. 22, 2020 | <p>(Class 9) Downloadable computer application software for mobile phones, mobile devices, tablets and personal digital devices, namely, software for searching, accessing, viewing and interacting with digital content in the fields of health, nutrition, wellness, personal improvement, leisure, cooking, wine, entertaining, nature, lifestyle, conservation, sustainability, shopping and general interest topics; Downloadable computer application software for mobile phones, mobile devices, tablets and personal digital devices, namely, software for viewing digital content information and purchasing groceries, household and retail goods.</p> <p>(Class 29) Snack foods, namely, organic processed nuts and edible seeds; fruit-based organic snack foods; cooking oils, namely, coconut oil, vegetable oil, olive oil, avocado oil, sesame oil, canola oil; nut butters; seed butters; Chicken; beef; jerky; meat-based snack food; ready-to-eat meals; frozen ready-to-eat meals; legumes; beans; great northern beans; canned tomatoes; mushroom burgers; chili; bone broth; coconut milk; powdered creamer for beverages; fruit cups; grain-free puffs; vegetable chips; veggie sticks; coconut chips; seaweed snacks; puffed cassava chips; bean-based snack foods; olive snacks; cashews; flavored collagen; oil-based cooking spray; regenerative pig fat; a vegetable-based blend shaped like traditional rice for use as a substitute for rice.</p> <p>(Class 30) Natural sweeteners, namely, agave, stevia, and maple syrup; baking supplies, namely, flours, yeasts, sugars, baking powder, and mixes for bakery goods; dried pasta; condiments, namely, ketchup and sauces; processed grains, namely, rice and quinoa; Coffee; instant coffee; tea; herbal tea; Matcha; Matcha tea drink mixes; bone broth; powdered creamer for beverages; honey; applesauce; quinoa; vinegar; rice vinegar; ketchup; salt; condiments; soy sauce; steak sauce; Sriracha sauce; Worcestershire sauce; buffalo sauce; barbecue sauce; pasta sauce; cranberry sauce; stuffing mix; salad dressings; mushroom powder; Miso bean paste; cashew flour; cassava flour; nut flour; paleo flour; paleo pancake mix; crispbreads; cookies; crackers; cake mixes; extracts for use as food flavoring; chocolate-covered nuts; chocolate-covered beans; bean meal chips; confectionery chips; pasta; a vegetable-based blend shaped like rice for use as substitutes for rice; grain-free puffs.</p> <p>(Class 35) Wholesale buying club services in the field of organic and natural goods; charitable services, namely, coordinating the procurement and distribution of health food and wellness products to low-income</p> |

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| | | | <p>families; Online retail store services featuring household supplies, housewares, food, bath, beauty and body products, vitamins, supplements, sports supplements and beverages, toys, diapers, apparel and accessories, health preparations, feeding and nursing supplies, backpacks, lunch boxes, bedding, yoga accessories, towels and mats, home fragrances, cultures for fermentation, wraps for body and eyes; On-line retail store services featuring a wide variety of organic, non-toxic, healthy, natural and wholesome consumer goods of others; On-line retail store services featuring wines, health supplies, cleaning supplies, cosmetics, baby products and pet products; Online retail grocery store services; Arranging for delivery and transportation of organic and natural goods via ground and air carriers.</p> <p>(Class 39) Delivery and packaging of organic and natural goods; Delivery of goods; Packaging articles for transportation; Shipping of goods; Transport, delivery, packaging, and storage of goods.</p> |
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C. Japan



Pending Applications

| Mark | Appln. No. | Filing Date | Goods/Services | Status |
|---------------|-------------|---------------|-----------------------------|--|
| THRIVE MARKET | 2020-161508 | Dec. 28, 2020 | Classes 9, 29, 30, 35 & 39. | Working with Tokyo counsel to respond to Nov. 2021 Japan Patent Office initial refusal due to questions about breadth and specificity of descriptions of goods and services. |