

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM725688

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Unconditional Love Inc. (dba HELLO BELLO)		04/12/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	CIT Northbridge Credit LLC		
Street Address:	11 West 42nd Street, 13th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	11036		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	6557754	HELLO BELLO	
Registration Number:	6557748	HELLO BELLO	
Registration Number:	6557747	HELLO BELLO	
Registration Number:	6513944	HELLO BELLO	
Registration Number:	6505137	HELLO BELLO	
Registration Number:	6376112	HELLO BELLO	
Registration Number:	6302850	HELLO BELLO	
Registration Number:	6213057	HELLO GOODNIGHT	
Registration Number:	6213056	HELLO CHILL	
Registration Number:	6154030	GOODBYE BAD STUFF	
Registration Number:	6480114	EVERYWHERE BALM	
CORRESPONDENCE DATA			
Fax Number:	6175236850		
<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:	617-523-2700		
Email:	susan.dinicola@hklaw.com,jordan.paine@hklaw.com		
Correspondent Name:	Holland & Knight LLP		
Address Line 1:	10 St. James Avenue		

OP \$290.00 6557754

Address Line 4: Boston, MASSACHUSETTS 02116

NAME OF SUBMITTER: Susan C. DiNicola

SIGNATURE: /Susan C. DiNicola/

DATE SIGNED: 05/04/2022

Total Attachments: 3
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ASSIGNMENT FOR SECURITY - TRADEMARKS

THIS ASSIGNMENT FOR SECURITY – TRADEMARKS, (as it may be amended, amended and restated, supplemented, replaced or otherwise modified from time to time, the “Assignment”), dated as of April 12, 2022, is entered into by and between UNCONDITIONAL LOVE INC., a Delaware corporation (dba HELLO BELLO) (the “Assignor”) and CIT NORTHBRIDGE CREDIT LLC, a Delaware limited liability company, as agent under the below defined Loan Agreement (in such capacity together with its successors and assigns in such capacity, the “Agent”)

WHEREAS, Assignor holds all right, title and interest in and to, the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the “Trademarks”);

WHEREAS, Assignor has entered into that certain Loan, Security and Guarantee Agreement (as amended, amended and restated, supplemented or otherwise modified from time to time, the “Loan Agreement”), among Assignor, the financial institutions party thereto from time to time as lenders (collectively, the “Lenders”) and Agent; and

WHEREAS, pursuant to the Loan Agreement, Assignor has granted to the Agent for the benefit of each Lender and the other Secured Parties (as defined in the Loan Agreement) a continuing security interest in all right, title and interest of Assignor 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 proceeds thereof, including, without limitation, 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 Obligations (as defined in the Loan Agreement);

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

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

THIS ASSIGNMENT SHALL BE GOVERNED BY THE LAWS OF THE STATE OF NEW YORK, WITHOUT GIVING EFFECT TO ANY CONFLICT OF LAW PRINCIPLES (BUT GIVING EFFECT TO SECTION 5-1401 OF THE NEW YORK GENERAL OBLIGATION LAW AND FEDERAL LAWS RELATING TO NATIONAL BANKS).

[Signature pages follow.]

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the date first written above.

UNCONDITIONAL LOVE INC.

By: 
Name: Jennifer Pullen
Title: Chief Operating Officer

SCHEDULE A TO ASSIGNMENT FOR SECURITY
TRADEMARKS

Owner's Name	Serial Number	Registration Number	Mark	Filing Date	Registration Date	Status
Unconditional Love, Inc.	88675675	6557754	HELLO BELLO	October 31, 2019	November 16, 2021	1A
Unconditional Love, Inc.	88648119	6557748	HELLO BELLO	October 9, 2019	November 16, 2021	1A
Unconditional Love, Inc.	88648105	6557747	HELLO BELLO	October 9, 2019	November 16, 2021	1A
Unconditional Love, Inc.	88921938	6513944	HELLO BELLO	May 18, 2020	October 12, 2021	1A
Unconditional Love, Inc.	88921741	6505137	HELLO BELLO	May 18, 2020	October 5, 2021	1A
Unconditional Love, Inc.	88982234	6480114	EVERYWHERE BALM	June 3, 2020	September 7, 2021	1A
Unconditional Love, Inc.	88921738	6376112	HELLO BELLO	May 18, 2020	June 8, 2021	1A
Unconditional Love, Inc.	88980538	6302850	HELLO BELLO	May 18, 2020	March 23, 2021	1A
Unconditional Love, Inc.	88858197	6213057	HELLO GOODNIGHT	April 2, 2020	December 1, 2020	1A
Unconditional Love, Inc.	88858195	6213056	HELLO CHILL	April 2, 2020	December 1, 2020	1A
Unconditional Love, Inc.	88227186	6154030	GOODBYE BAD STUFF	December 12, 2018	September 15, 2020	1A