

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM741418

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|---|-------------------------------------|-----------------------|------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| CROSSFIRST BANK | | 07/14/2022 | Chartered Bank: KANSAS |
| RECEIVING PARTY DATA | | | |
| Name: | BaeTea, LLC | | |
| Street Address: | 425 N. NEW BALLAS RD. | | |
| Internal Address: | SUITE 201 | | |
| City: | St. Louis | | |
| State/Country: | MISSOURI | | |
| Postal Code: | 63141 | | |
| Entity Type: | Limited Liability Company: MISSOURI | | |
| Name: | NEW WORLD NATURAL BRANDS, LLC | | |
| Street Address: | 222 S. Riverside Plaza | | |
| Internal Address: | Suite 1500 | | |
| City: | Chicago | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60606 | | |
| Entity Type: | Limited Liability Company: MISSOURI | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5580689 | BAEBODY | |
| Registration Number: | 5580744 | BAETEA | |
| Serial Number: | 90381403 | BAEBODY | |
| Registration Number: | 4871118 | NUGG | |
| Registration Number: | 5693710 | NUGG | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8169838080 | | |
| <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: | 8169838000 | | |
| Email: | PTO-KC@huschblackwell.com | | |

CH \$140.00 5580689

Correspondent Name: Husch Blackwell LLP
Address Line 1: 4801 Main Street, Suite 1000
Address Line 4: Kansas City, MISSOURI 64112

ATTORNEY DOCKET NUMBER: 527662-5

NAME OF SUBMITTER: Olivia Miller

SIGNATURE: /Olivia Miller/

DATE SIGNED: 07/15/2022

Total Attachments: 4

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RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

THIS RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (this “Release”) is dated as of July 14, 2022, by CROSSFIRST BANK, as lender (“Lender”), in favor of BAETEA, LLC, a Missouri limited liability company¹ and NEW WORLD NATURAL BRANDS, LLC, a limited liability company (collectively, “Grantor”).

WHEREAS, pursuant to that certain Pledge and Security Agreement dated as of April 6, 2021 (as the same may be amended, modified, extended or restated from time to time, the “Agreement”), Grantor granted a security interest to Lender in certain trademarks, whether then owned or existing or thereafter acquired or arising and wherever located, including the trademarks listed on Schedule A (“Trademarks”);

WHEREAS, pursuant to the Agreement, Lender, through (i) a certain Notice of Grant of Security Interest In Trademarks dated April 6, 2021, recorded in the United States Patent and Trademark Office on May 26, 2021, at Reel 7307, Frame 0180, (ii) a certain Notice of Grant of Security Interest In Trademarks dated March 19, 2018, recorded in the United States Patent and Trademark Office on October 11, 2019, at Reel 6770, Frame 0386, and (iii) a certain Notice of Grant of Security Interest In Trademarks dated March 19, 2018, recorded in the United States Patent and Trademark Office on June 6, 2018, at Reel 6347, Frame 0337, established a lien and security interest to the Trademarks owned by Grantor as identified on Schedule A; and

WHEREAS, Lender wishes to release, discharge, relinquish, terminate and dissolve its security interest in and continuing lien on all of Grantor’s right, title and interest in, to and under the Trademarks identified on Schedule A.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged Lender agrees as follows:

1. Lender hereby unconditionally and expressly releases, terminates, cancels and extinguishes any and all of its right, title and interest in and to any and all pledges, grants, liens and security interests it may have upon the Trademarks identified on Schedule A in favor of the Grantor.

¹ On June 30, 2021, Beauty Ideas Group, LLC, a Missouri limited liability company, merged with and into BaeTea, LLC.

2. This Release shall be binding upon Lender's legal representatives, assigns and successors.

IN WITNESS WHEREOF, this Release is duly executed by Lender in favor of Grantor by and through Lender's authorized officers as of the date first written above.

LENDER:

CROSSFIRST BANK

By:  _____

Name: Ward Nixon

Title: Executive Director

SCHEDULE A

Trademarks

BaeTea (Beatea, LLC) Applications and Registrations (United States):

| Mark: | Serial Number: | Filing Date: | Registration Date: | Registration Number: | Country/State: |
|--------------|-----------------------|---------------------|---------------------------|-----------------------------|-----------------------|
| BAEBODY | 87828044 | 3/09/2018 | 10/9/2018 | 5,580,689 | United States |
| BAETEA | 87831453 | 3/13/2018 | 10/9/2018 | 5,580,744 | United States |
| BAEBODY | 90381403 | 12/15/2020 | N/A | N/A | United States |

BaeTea (Beatea, LLC) Applications and Registrations (International)

| Mark: | Serial Number: | Filing Date: | Registration Date: | Registration Number: | Country/State: |
|--------------|-----------------------|---------------------|---------------------------|-----------------------------|-----------------------|
| BAEBODY | 18362989 | 12/23/2020 | N/A | N/A | EU |
| BAETEA | 18362982 | 12/23/2020 | N/A | N/A | EU |
| BAEBODY | UK00003597848 | 2/16/2021 | N/A | N/A | UK |
| BAETEA | UK00003597847 | 2/19/2021 | N/A | N/A | UK |

New World Natural Brands, LLC Registrations (United States):

| Mark: | Serial Number: | Filing Date: | Registration Date: | Registration Number: | Country/State: |
|--------------|-----------------------|---------------------|---------------------------|-----------------------------|-----------------------|
| Nugg | 85983913 | 03/21/2013 | 12/15/2015 | 4871118 | United States |
| Nugg | 87979767 | 11/4/2016 | 3/5/2019 | 5693710 | United States |

Nugg (Beauty Ideas Group, LLC) Registrations (International):

| Mark: | Serial Number: | Filing Date: | Registration Date: | Registration Number: | Country/State: |
|--------------|-----------------------|---------------------|---------------------------|-----------------------------|-----------------------|
| NUGG | 1768853 | 10/28/14 | 2/19/16 | 1296916 | Australia |
| NUGG | A0056761 | 10/28/14 | 2/19/16 | G1296916 | China |
| NUGG | 12276887 | 11/4/13 | 4/5/14 | 12276887 | European Union |
| NUGG | 1296916 | 2/19/16 | 2/19/16 | 1296916 | International Design |
| NUGG | 1296916 | 2/19/16 | 2/19/16 | 1296916 | Mexico |
| NUGG | A0056761 | 10/28/14 | 2/19/16 | 1296916 | Norway |