

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM753549

<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>
Grunt Style, LLC		08/22/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crossfirst Bank		
<b>Street Address:</b>	4622 Pennsylvania Avenue, Suite 1500		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64112		
<b>Entity Type:</b>	Chartered Bank: KANSAS		
<b>PROPERTY NUMBERS Total: 22</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85926093	GRUNT STYLE	
<b>Serial Number:</b>	86754995	"GRUNT STYLE", "THIS WE'LL DEFEND"; "GS	
<b>Serial Number:</b>	86755036	BEER GUARANTEE	
<b>Serial Number:</b>	86755040	GRUNT FEST	
<b>Serial Number:</b>	86890415	GRUNT STYLE US 1776	
<b>Serial Number:</b>	86890430	G S	
<b>Serial Number:</b>	86917282	AMERICAN GRIT	
<b>Serial Number:</b>	87687080	GRUNT FIT	
<b>Serial Number:</b>	87687131	G X F	
<b>Serial Number:</b>	87765426	G3 DYNAMICS	
<b>Serial Number:</b>	87842395	LEXINGTON & CONCORD	
<b>Serial Number:</b>	88065385	G3 DYNAMICS	
<b>Serial Number:</b>	85682838	GRUNT LIFE	
<b>Serial Number:</b>	85410912	GRUNTS	
<b>Serial Number:</b>	90044181	ROOT BEER GUARANTEE	
<b>Serial Number:</b>	88837007	RUNT STYLE	
<b>Serial Number:</b>	97237016	FORWARD WITH PURPOSE	
<b>Serial Number:</b>	97178253	BEER SOCK	
<b>Serial Number:</b>	97158378	VETERAN	

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Property Type	Number	Word Mark
Serial Number:	97039543	GRUNT STYLE FOUNDATION
Serial Number:	97028575	MORE THAN JUST A T-SHIRT COMPANY
Serial Number:	97028577	GRUNT STYLE US 1776 GS THIS WE'LL DEFEND

**CORRESPONDENCE DATA**

**Fax Number:** 3148639388

*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:** 3148630800

**Email:** bretta.creley@stinson.com

**Correspondent Name:** Bretta Creley

**Address Line 1:** 7700 Forsyth Boulevard, Suite 1100

**Address Line 4:** St. Louis, MISSOURI 63105

<b>NAME OF SUBMITTER:</b>	Bretta Creley
<b>SIGNATURE:</b>	/Bretta Creley/
<b>DATE SIGNED:</b>	09/06/2022

**Total Attachments: 5**

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**NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS**

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security Agreement, dated as of August 22, 2022 (as the same may be amended, consolidated, restated, replaced or otherwise modified from time to time, the "Security Agreement"), by and between GRUNT STYLE, LLC, a Delaware limited liability company (the "Borrower") and CROSSFIRST BANK (the "Bank"), the Borrower has granted to the Bank, as security for the Obligations referred to in the Security Agreement, a continuing security interest in and continuing lien upon the trademarks and trademark applications described on Exhibit A attached hereto, and the goodwill associated with such marks.

[signature page follows]

The Borrower and the Bank agree that the security interest in and lien upon the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Security Agreement and the Credit Agreement referred to therein, and (b) is not to be construed as an absolute assignment of any trademark or trademark application.

Very truly yours,

GRUNT STYLE, LLC

By:   
Glenn Silbert, Chief Executive Officer

*Acknowledged and Accepted:*

CROSSFIRST BANK

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

The Borrower and the Bank agree that the security interest in and lien upon the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Security Agreement and the Credit Agreement referred to therein, and (b) is not to be construed as an absolute assignment of any trademark or trademark application.

Very truly yours,

**GRUNT STYLE, LLC**

By: \_\_\_\_\_  
Glenn Silbert, Chief Executive Officer

*Acknowledged and Accepted:*

CROSSFIRST BANK

By: \_\_\_\_\_  
Name: Brandon Holle  
Title: PM, Enterprise Finance

EXHIBIT A

TRADEMARKS AND TRADEMARK APPLICATIONS

Case Status	Country	Title	Int'l Classes	Next Action	Application No.	Application Date	Registration No.	Registration Date
Registered	Australia	GRUNT STYLE US 1776 GS THIS WE'LL DEFEND Logo	25	Renewal Due 03/08/2026	1757415	03/08/2016	1757415	07/2016
Registered	Canada	GRUNT STYLE US 1776 GS THIS WE'LL DEFEND Logo	25	Renewal Due 01/02/2033	1771593	03/09/2016	TMA 987,628	01/02/2018
Registered	Canada	GRUNT FIT	09, 41, 44, 45	Renewal Due 09/09/2030	1888308	03/15/2018	TMA 1081510	09/09/2020
Registered	Canada	G X F	09, 41, 44, 45	Renewal Due 09/10/2030	1888309	03/15/2018	TMA 1081522	09/10/2020
Registered	Australia	GRUNT FIT	09, 41, 44, 45	Renewal Due 03/16/2028	1913988	03/16/2018	1913988	08/2019
Registered	Australia	G X F	09, 41, 44, 45	Renewal Due 03/16/2028	1913989	03/16/2018	1913989	08/27/2019
Registered	United Kingdom	GRUNT STYLE US 1776 GS THIS WE'LL DEFEND Logo	25	Renewal Due 03/07/2026	3153415	03/07/2016	3153415	06/17/2016
Allowed/ Opposition	USA	GRUNT STYLE	25	Opposition Pending	85/926,093	05/08/2013		
Registered	USA	GRUNT STYLE US 1776 GS THIS WE'LL DEFEND Logo	25	Renewal Due 07/05/2026	86/754995	09/12/2015	4991746	07/05/2016
Registered	USA	BEER GUM RANTREE	36	Renewal Due 06/21/2026	86/755036	09/12/2015	4982053	06/21/2016
Registered	USA	GRUNT FEST	41	Section 8/15 Due 06/28/2022 (Grace 12/28/2022)	86/755040	09/12/2015	4986778	06/28/2016
Registered	USA	GRUNT STYLE US 1776 Logo	25	Section 8/15 Due 09/13/2022	86/890415	01/28/2016	5040248	09/13/2016
Registered	USA	GS Gum Logo	25	Section 8/15 Due 09/27/2022	86/890430	01/28/2016	5048570	09/27/2016
Registered	USA	AMERICAN GRIT	41	Section 8/15 Due 10/18/2022	86/917282	02/23/2016	5065686	10/18/2016
Registered	USA	GRUNT FIT	09, 41, 4	Section 8/15 Due 8/06/2025	87/687,080	11/16/2017	5,829,537	08/06/2019
Registered	USA	G X F	09, 41, 4	Section 8/15 Due 8/06/2025	87/687,131	11/16/2017	5,829,538	08/06/2019
Registered	USA	G3 DYNAMICS	41	Section 8/15 Due 01/21/2026	87/765,426	01/22/2018	5,968,028	01/21/2020
Registered	USA	LEXINGTON & CONCORD	25	Section 8/15 Due 7/30/2025	87/842,395	03/20/2018	5,822,674	07/30/2019
Registered	USA	G3 DYNAMICS Logo	41	Section 8/15 Due 10/22/2025	88/065,385	08/03/2018	5,888,290	10/22/2019
Registered	United Kingdom	G X F	09, 41, 44, 45	Renewal Due 03/19/2028	UK00003297966	03/19/2018	UK00003297966	08/24/2018

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Registered	United Kingdom	GRUNT FIT	09, 41, 44, 45	Renewal Due 03/19/2028	UK00003297960	03/19/2018	UK00003297960	08/24/2018
Registered	USA	GRUNT LIFE & Design	25	Section 8/15 due 05/30/2023	85/682,838	07/20/2012	5,214,292	05/30/2017
Registered	USA	GRUNTS	25	Renewal Due 5/01/2022 (Grace 11/01/2022)	85/410,912	08/30/2011	4,135,118	05/01/2012
Registered	USA	ROOT BEER GUARANTEE	36	Section 8/15 due 02/09/2027	90/044,181	02/09/2021	6,286,007	02/09/2021
Pending	USA	GRUNT STYLE	25	FINAL Response Due 01/14/2023	88/837,007	03/17/2020		
Pending	USA	FORWARD WITH PURPOSE	35, 36	Response Due 12/21/2022	97/237,016	01/25/2022		
Pending	USA	BEER SOCK	21	Response Due 12/21/2022	97/178,253	12/17/2021		
Pending	USA	VETERAN & Design	25	Response Due 12/21/2022	97/158,378	12/08/2021		
Pending	USA	GRUNT STYLE FOUNDATION	35, 36	Response Due 12/21/2022	97/039,543	09/22/2021		
Pending	USA	MORE THAN JUST A T-SHIRT COMPANY	35	Response Due 12/18/2022	97/028,575	09/15/2021		
Pending	USA	GRUNT STYLE US 1776 GS THIS WELL DEFEND Logo	21, 35	Response Due 12/23/2022	97/028,577	09/15/2021		
Abandoned	USA	WHISKEY HELPS	21, 25		88/748,238	01/06/2020		
Abandoned	USA	WINE LISTENS	21, 25		88/748,993	01/07/2020		

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RECORDED: 09/06/2022