

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM753819

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brady Enterprises, Inc.		08/31/2022	Corporation: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Fifth Third Bank, National Association		
Street Address:	6111 N. River Road		
City:	Rosemont		
State/Country:	ILLINOIS		
Postal Code:	60018		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	0834046	BAR-TENDER'S BRAND	
Registration Number:	0344184		
Registration Number:	1023358	BEI	
Registration Number:	1075634	BELL'S	
Registration Number:	6196994	KLERELY 360	
Registration Number:	0786098	FUNNY-FACE	
Registration Number:	5716833	SHAKE OR STIR	
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>			
Email:	laura.o'brien@hklaw.com		
Correspondent Name:	Holland & Knight LLP		
Address Line 1:	10 St. James Ave.		
Address Line 2:	11th Floor		
Address Line 4:	Boston, MASSACHUSETTS 02116		
ATTORNEY DOCKET NUMBER:	538541.00159		
NAME OF SUBMITTER:	Laura O'Brien		
SIGNATURE:	/Laura O'Brien/		

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DATE SIGNED:	09/07/2022
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Total Attachments: 5

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TRADEMARK SECURITY AGREEMENT

This Trademark Security Agreement ("**Trademark Security Agreement**"), dated as of August 31, 2022, is made by Brady Enterprises, Inc. ("**Grantor**") in favor of Fifth Third Bank, National Association (the "**Secured Party**").

Brady Solutions LLC, a Delaware limited liability company ("**BS**"), Brady Enterprises Holdings, Inc., a Delaware corporation ("**Holdings**"), Grantor and Secured Party have entered into a Credit and Security Agreement dated as of August 31, 2022 (the "**Credit Agreement**").

Under the terms of the Credit Agreement, Grantor has granted to Secured Party a security interest in, among other property, certain intellectual property of Grantor, and has agreed to execute and deliver this Trademark Security Agreement, for recording with national, federal and state government authorities, including, but not limited to, the United States Patent and Trademark Office.

Grantor and Secured Party therefore agree as follows:

1. **Grant of Security.** Grantor hereby grants to Secured Party a security interest in and to all of the right, title and interest of Grantor in, to and under the following, wherever located, and whether now existing or hereafter arising or acquired from time to time (the "**Trademark Collateral**");

(a) the trademark registrations, trademark applications, and trademark licenses set forth in **Schedule 1** hereto, together with the goodwill connected with the use of and symbolized thereby and all extensions and renewals thereof (the "**Trademarks**"), excluding only United States intent-to-use trademark applications to the extent that and solely during the period in which the grant of a security interest therein would impair, under applicable federal law, the registrability of such applications or the validity or enforceability of registrations issuing from such applications;

(b) all rights of any kind whatsoever of Grantor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action, with respect to any of the foregoing, whether occurring before, on or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. **Recordation.** Grantor authorizes the Commissioner for Trademarks and any other government officials to record and register this Trademark Security Agreement upon Secured Party's request.

3. **Loan Documents.** This Trademark Security 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 Secured Party with respect to the Trademark Collateral are as provided by the Credit Agreement and related documents, and nothing in this Trademark Security Agreement shall be deemed to limit such rights and remedies.

4. **Execution in Counterparts.** This Trademark Security 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 Trademark Security Agreement by facsimile or in electronic (i.e., "pdf" or "tif" format) shall be effective as delivery of a manually executed counterpart of this Trademark Security Agreement.

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

6. **Governing Law.** This Trademark Security 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 Trademark Security Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the State of Illinois.

[signature page to follow]


Grantor and Secured Party have executed this Trademark Security Agreement as of the date set forth in the introductory paragraph.

SECURED PARTY

GRANTOR

FIFTH THIRD BANK, NATIONAL
ASSOCIATION

BRADY ENTERPRISES, INC.

By: 
Print Name: Eric Hayes
Title: VP

By: _____
Print Name: _____
Title: _____

Grantor and Secured Party have executed this Trademark Security Agreement as of the date set forth in the introductory paragraph.

SECURED PARTY

GRANTOR

FIFTH THIRD BANK, NATIONAL
ASSOCIATION

BRADY ENTERPRISES, INC.

By: _____
Print Name: _____
Title: _____

By: *Michael L. Crow*
Print Name: Michael L. Crow
Title: Secretary

SCHEDULE I

TRADEMARKS

Mark	Reg. No.	Reg. Date	Owner
BAR-TENDER'S BRAND	FEDTM 0834046	August 22, 1967	Brady Enterprises, Inc.
[DESIGN ONLY]	FEDTM 0344184	March 16, 1937	Brady Enterprises, Inc.
BEI	FEDTM 1023358	October 21, 1975	Brady Enterprises, Inc.
BELL'S	FEDTM 1075634	October 18, 1977	Brady Enterprises, Inc.
KLERELY 360	FEDTM 6196994	November 10, 2020	Brady Enterprises, Inc.
FUNNY-FACE	FEDTM 0786098	March 2, 1965	Funny Face, LLC; Brady Enterprises, Inc.
SHAKE OR STIR	FEDTM 5716833	April 2, 2019	Brady Enterprises, Inc.