

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM827804

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
KEYBANK NATIONAL ASSOCIATION, as the Administrative Agent		07/27/2023	National Banking Association: UNITED STATES

RECEIVING PARTY DATA

Name:	VITA-MIX MANAGEMENT CORPORATION
Street Address:	8615 Usher Road
City:	Olmsted Township
State/Country:	OHIO
Postal Code:	44138
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Serial Number:	86294572	PROFESSIONAL SERIES 500
Registration Number:	4514931	6000
Registration Number:	4227038	ASPIRE
Registration Number:	4384545	7500
Registration Number:	4325144	750
Registration Number:	4262555	CREATIONS ELITE
Registration Number:	4299283	6300
Registration Number:	4304936	300
Registration Number:	4652065	C-SERIES
Registration Number:	4652066	G-SERIES
Registration Number:	4632158	S30
Registration Number:	4632156	S-SERIES
Registration Number:	4889657	ENGINEERED TO INSPIRE
Registration Number:	1472950	VITA-VAC
Registration Number:	1770734	TOTAL NUTRITION CENTER
Registration Number:	1849002	VITA-PRO
Registration Number:	1884393	WHOLE FOOD MACHINE

OP \$890.00 86294572

Property Type	Number	Word Mark
Registration Number:	2021896	VITA-MIX
Registration Number:	2168570	BLENDING STATION
Registration Number:	2289594	VITA-PREP
Registration Number:	2511260	PORTION BLENDING SYSTEM
Registration Number:	2414533	GRASS OFF
Registration Number:	2898025	RINSE-O-MATIC
Registration Number:	2683617	BARBOSS
Registration Number:	3151260	SERIOUS PRODUCTS FOR SERIOUS BLENDING
Registration Number:	3078357	IT'S NOT A BLENDER - IT'S A VITA-MIX!
Registration Number:	3343119	MIX'N MACHINE
Registration Number:	3261079	
Registration Number:	3261080	
Registration Number:	3557329	THE PROFESSIONAL CHEF'S POWER TOOL
Registration Number:	3786058	THE QUIET ONE
Registration Number:	3808435	CREATIONS
Registration Number:	3914988	VITAMIX
Registration Number:	3901615	
Registration Number:	3761324	ADVANCE

CORRESPONDENCE DATA

Fax Number: 3177133699

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: 3177133412

Email: twagner@taftlaw.com

Correspondent Name: Tiffini Wagner

Address Line 1: One Indiana Square

Address Line 2: Suite 3500

Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:	M34255-0179
NAME OF SUBMITTER:	Tiffini Wagner
SIGNATURE:	/ Tiffini Wagner /
DATE SIGNED:	07/28/2023

Total Attachments: 6

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RELEASE OF SECURITY INTEREST IN
UNITED STATES TRADEMARKS

July 27, 2023

WHEREAS, KEYBANK NATIONAL ASSOCIATION, a national banking association, having a place of business at 127 Public Square, Cleveland, Ohio 44114, as the administrative agent for the Lenders (as defined in the Intellectual Property Agreement, as hereinafter defined) (“Secured Party”), holds a security interest in certain intellectual property assets of VITA-MIX MANAGEMENT CORPORATION, a Delaware corporation (“Pledgor”), having a place of business at 8615 Usher Road, Olmsted Township, Ohio 44138, pursuant to that certain Intellectual Property Security Agreement, dated as of June 30, 2016 (the “Intellectual Property Agreement”) by Pledgor in favor of Secured Party, recorded with the United States Patent and Trademark Office on July 6, 2016 at Reel 5828 / Frame 0844;

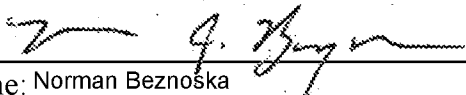
NOW, THEREFORE, for value received, Secured Party hereby releases its security interest and all of its right, title, and interest in and to all of Collateral (as such term is defined in the Intellectual Property Agreement) including, without limitation, the trademarks and trademark registrations listed on Schedule A attached hereto; all goodwill associated with or symbolized by Collateral (as such term is defined in the Intellectual Property Agreement; all claims for, and rights to sue for, past or future infringements of any of the foregoing; and all income, royalties, damages and payments now or hereafter due and payable with respect to any of the foregoing, including damages and payments for past or future infringement thereof. Secured Party agrees to execute and deliver such further instruments and take or cause to be taken such other or further action as Pledgor may reasonably request in order to perfect, confirm or evidence such release. Secured Party hereby authorizes the recordation of this Release of Security Interest in United States Trademarks with the United States Patents and Trademark Office at Pledgor’s expense.

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4864-4055-0767.2

IN WITNESS WHEREOF, Secured Party, by its duly authorized officer, has executed this Release of Security Interest in United States Trademarks as of the date first written above.

KEYBANK NATIONAL ASSOCIATION
as Administrative Agent

By: 
Name: Norman Beznoska
Title: Authorized Officer

SCHEDULE A

Trademarks:

Client-Matter	Country	App. No.	Filing Date	Reg. No.	Reg. Date	Status	Owner
33963/00388	US	86/294,572	29-May-2014			Published	Vita-Mix Management Corporation
33963/00013	US	85/209,667	04-Jan-2011	4,514,931	15-Apr-2014	Registered	Vita-Mix Management Corporation
33963/00028	US	85/374,549	19-Jul-2011	4,227,038	16-Oct-2012	Registered	Vita-Mix Management Corporation
33963/00030	US	85/398,689	16-Aug-2011	4,384,545	13-Aug-2013	Registered	Vita-Mix Management Corporation
33963/00031	US	85/399,836	17-Aug-2011	4,325,144	23-Apr-2013	Registered	Vita-Mix Management Corporation
33963/00185	US	85/529,904	31-Jan-2012	4,262,555	18-Dec-2012	Registered	Vita-Mix Management Corporation
33963/00214	US	85/571,468	16-Mar-2012	4,299,283	05-Mar-2013	Registered	Vita-Mix Management Corporation
33963/00235	US	85/681,098	19-Jul-2012	4,304,936	19-Mar-2013	Registered	Vita-Mix Management Corporation
33963/00405	US	86/241,255	03-Apr-2014	4,652,065	09-Dec-2014	Registered	Vita-Mix Management Corporation

33963/00406	US	86/241,281	03-Apr-2014	4,652,066	09-Dec-2014	Registered	Vita-Mix Management Corporation
33963/00407	US	86/241,210	03-Apr-2014	4,632,158	04-Nov-2014	Registered	Vita-Mix Management Corporation
33963/00408	US	86/241,188	03-Apr-2014	4,632,156	04-Nov-2014	Registered	Vita-Mix Management Corporation
33963/00558	US	86/716,387	06-Aug-2015	4,889,657	19-Jan-2016	Registered	Vita-Mix Management Corporation
33963/10051	US	73/661,194	18-May-1987	1,472,950	19-Jan-1988	Registered	Vita-Mix Management Corporation
33963/10052	US	74/261,765	02-Apr-1992	1,770,734	11-May-1993	Registered	Vita-Mix Management Corporation
33963/10053	US	74/382,248	26-Apr-1993	1,849,002	09-Aug-1994	Registered	Vita-Mix Management Corporation
33963/10054	US	74/429,487	30-Aug-1993	1,884,393	14-Mar-1995	Registered	Vita-Mix Management Corporation
33963/10055	US	74/730,529	18-Sep-1995	2,021,896	10-Dec-1996	Registered	Vita-Mix Management Corporation
33963/10056	US	75/238,761	10-Feb-1997	2,168,570	23-Jun-1998	Registered	Vita-Mix Management Corporation
33963/10057	US	75/456,843	26-Mar-1998	2,289,594	26-Oct-1999	Registered	Vita-Mix Management Corporation
33963/10058	US	75/587,365	12-Nov-1998	2,511,260	20-Nov-2001	Registered	Vita-Mix Management Corporation

33963/10059	US	75/604,867	14-Dec-1998	2,414,553	19-Dec-2000	Registered	Vita-Mix Management Corporation
33963/10061	US	78/117,419	26-Mar-2002	2,898,025	26-Oct-2004	Registered	Vita-Mix Management Corporation
33963/10062	US	76/413,452	28-May-2002	2,683,617	04-Feb-2003	Registered	Vita-Mix Management Corporation
33963/10064	US	76/546,634	24-Sep-2003	3,151,260	03-Oct-2006	Registered	Vita-Mix Management Corporation
33963/10065	US	76/636,696	21-Apr-2005	3,078,357	11-Apr-2006	Registered	Vita-Mix Management Corporation
33963/10066	US	77/123,389	06-Mar-2007	3,343,119	27-Nov-2007	Registered	Vita-Mix Management Corporation
33963/10067	US	78/966,830	05-Sep-2006	3,261,079	10-Jul-2007	Registered	Vita-Mix Management Corporation
33963/10068	US	78/966,831	05-Sep-2006	3,261,080	10-Jul-2007	Registered	Vita-Mix Management Corporation
33963/10069	US	77/484,886	28-May-2008	3,557,329	06-Jan-2009	Registered	Vita-Mix Management Corporation
33963/10110	US	77/735,619	13-May-2009	3,786,058	04-May-2010	Registered	Vita-Mix Management Corporation
33963/10113	US	77/795,256	03-Aug-2009	3,808,435	22-Jun-2010	Registered	Vita-Mix Management Corporation
33963/10114	US	77/830,032	18-Sep-2009	3,914,988	01-Feb-2011	Registered	Vita-Mix Management Corporation

33963/10115	US	77/830,103	18-Sep-2009	3,901,615	04-Jan-2011	Registered	Vita-Mix Management Corporation
33963/10116	US	77/834,039	24-Sep-2009	3,761,324	16-Mar-2010	Registered	Vita-Mix Management Corporation

TRADEMARK

REEL: 008148 FRAME: 0116