

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM827812

| | | | |
|-----------------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| SEQUENCE: | 2 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| VITA-MIX MANAGEMENT CORPORATION | | 07/27/2023 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | JPMORGAN CHASE BANK, N.A., as Administrative Agent | | |
| Street Address: | 131 S. Dearborn Street | | |
| Internal Address: | Floor 4 | | |
| City: | Chicago | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60603-5506 | | |
| Entity Type: | National Banking Association: UNITED STATES | | |
| PROPERTY NUMBERS Total: 42 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 7058440 | WHOLE BEGINS HERE | |
| Registration Number: | 7006991 | IMMERSION STATION | |
| Registration Number: | 6667028 | AER | |
| Registration Number: | 6577355 | VITAMIX ONE | |
| Registration Number: | 6479344 | AER | |
| Registration Number: | 6463900 | TOUCH & GO | |
| Registration Number: | 5576782 | EXPLORIAN | |
| Registration Number: | 5521346 | SELF-DETECT | |
| Registration Number: | 5519678 | MORE THAN A BLENDER | |
| Registration Number: | 5459767 | VENTURIST | |
| Registration Number: | 5325915 | S50 | |
| Registration Number: | 5325914 | S55 | |
| Registration Number: | 5105882 | 780 | |
| Registration Number: | 5032884 | VITAMIX | |
| Registration Number: | 4652066 | G-SERIES | |
| Registration Number: | 4652065 | C-SERIES | |
| Registration Number: | 5325244 | ASCENT | |

OP \$1065.00 7058440

| Property Type | Number | Word Mark |
|----------------------|----------|------------------------|
| Registration Number: | 4632158 | S30 |
| Registration Number: | 4632156 | S-SERIES |
| Registration Number: | 4384545 | 7500 |
| Registration Number: | 4325144 | 750 |
| Registration Number: | 3947406 | VITAMIX XL |
| Registration Number: | 3914988 | VITAMIX |
| Registration Number: | 3901615 | |
| Registration Number: | 3884709 | T&G |
| Registration Number: | 3786058 | THE QUIET ONE |
| Registration Number: | 3761324 | ADVANCE |
| Registration Number: | 3343119 | MIX'N MACHINE |
| Registration Number: | 3261080 | |
| Registration Number: | 3261079 | |
| Registration Number: | 2898025 | RINSE-O-MATIC |
| Registration Number: | 2683617 | BARBOSS |
| Registration Number: | 2414553 | TURBOBLEND |
| Registration Number: | 2289594 | VITA-PREP |
| Registration Number: | 2168570 | BLENDING STATION |
| Registration Number: | 2021896 | VITA-MIX |
| Registration Number: | 1770734 | TOTAL NUTRITION CENTER |
| Serial Number: | 97714755 | QUIET AND QUICK |
| Serial Number: | 97662890 | PROPEL |
| Serial Number: | 97592201 | VITAMIX ECO 5 |
| Serial Number: | 97592198 | ECO 5 |
| Serial Number: | 88853896 | VITAMIX SMARTBEV |

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

- source=JPM_Vita-Mix - Notice of Grant of Security Interest in Trademarks#page1.tif
- source=JPM_Vita-Mix - Notice of Grant of Security Interest in Trademarks#page2.tif
- source=JPM_Vita-Mix - Notice of Grant of Security Interest in Trademarks#page3.tif
- source=JPM_Vita-Mix - Notice of Grant of Security Interest in Trademarks#page4.tif
- source=JPM_Vita-Mix - Notice of Grant of Security Interest in Trademarks#page5.tif
- source=JPM_Vita-Mix - Notice of Grant of Security Interest in Trademarks#page6.tif

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

Dated: July 27, 2023

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to that certain Pledge and Security Agreement dated as of July 27, 2023 (as amended, modified, extended or restated from time to time, the "Security Agreement") by and among VITA-MIX MANAGEMENT CORPORATION, a Delaware corporation ("Borrower") ("Grantor"), the other loan parties from time to time party thereto, and JPMORGAN CHASE BANK, N.A. in its capacity as administrative agent ("Administrative Agent"), Grantor has granted to Administrative Agent a continuing security interest in and continuing lien upon , among other things, the trademarks and trademark applications set forth on Exhibit A attached hereto.

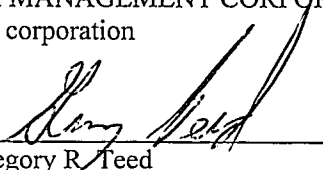
Grantor and Administrative Agent hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Security Agreement and (b) is not to be construed as an assignment of any trademarks or trademark applications.

[Remainder of page intentionally left blank;
signature page follows]

Very truly yours,

GRANTOR:

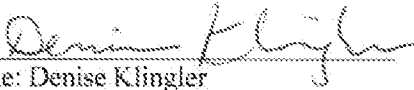
VITA-MIX MANAGEMENT CORPORATION,
a Delaware corporation

By: 
Name: Gregory R. Teed
Title: President, Secretary & Treasurer

[Signature Page to Notice of Grant of Security Interest in Trademarks]

Acknowledged and accepted:


JPMORGAN CHASE BANK, N.A.,
as Administrative Agent



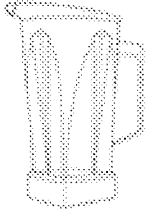
By: 
Name: Denise Klingler
Title: Senior Underwriter

[Signature Page to Notice of Grant of Security Interest in Trademarks]

EXHIBIT A

U.S. REGISTERED TRADEMARKS

| Trademark | Registration Number | Registration Date |
|---|----------------------------|--------------------------|
| WHOLE BEGINS HERE | 7058440 | May 23, 2023 |
| IMMERSION STATION | 7006991 | March 21, 2023 |
| AER | 6667028 | March 8, 2022 |
| VITAMIX ONE | 6577355 | November 30, 2021 |
| AER | 6479344 | September 7, 2021 |
| TOUCH & GO | 6463900 | August 24, 2021 |
| EXPLORIAN | 5576782 | October 2, 2018 |
| SELF-DETECT | 5521346 | July 17, 2018 |
| MORE THAN A BLENDER | 5519678 | July 17, 2018 |
| VENTURIST | 5459767 | May 1, 2018 |
| S50 | 5325915 | October 31, 2017 |
| S55 | 5325914 | October 31, 2017 |
| ASCENT | 5325244 | October 31, 2017 |
| 780 | 5105882 | December 20, 2016 |
| VITAMIX and Design  | 5032884 | August 30, 2016 |
| G-SERIES | 4652066 | December 9, 2014 |
| C-SERIES | 4652065 | December 9, 2014 |
| S30 | 4632158 | November 4, 2014 |
| S-SERIES | 4632156 | November 4, 2014 |
| 7500 | 4384545 | August 13, 2013 |
| 750 | 4325144 | April 23, 2013 |

| Trademark | Registration Number | Registration Date |
|--|---------------------|-------------------|
| VITAMIX XL | 3947406 | April 19, 2011 |
| VITAMIX | 3914988 | February 1, 2011 |
| Design Only  | 3901615 | January 4, 2011 |
| T&G | 3884709 | December 7, 2010 |
| THE QUIET ONE | 3786058 | May 4, 2010 |
| ADVANCE | 3761324 | March 16, 2010 |
| MIX'N MACHINE | 3343119 | November 27, 2007 |
| Design Only  | 3261080 | July 10, 2007 |
| Design Only  | 3261079 | July 10, 2007 |
| RINSE-O-MATIC | 2898025 | October 26, 2004 |
| BARBOSS | 2683617 | February 4, 2003 |
| TURBOBLEND | 2414553 | December 19, 2000 |
| VITA-PREP | 2289594 | October 26, 1999 |
| BLENDING STATION | 2168570 | June 23, 1998 |
| VITA-MIX | 2021896 | December 10, 1996 |
| TOTAL NUTRITION CENTER | 1770734 | May 11, 1993 |

U.S. TRADEMARK APPLICATIONS

| <u>Trademark</u> | <u>Serial Number</u> | <u>Filing Date</u> |
|-------------------------|-----------------------------|---------------------------|
| QUIET AND QUICK | 97714755 | December 13, 2022 |
| PROPEL | 97662890 | November 7, 2022 |
| VITAMIX ECO 5 | 97592201 | September 15, 2022 |
| ECO 5 | 97592198 | September 15, 2022 |
| VITAMIX SMARTBEV | 88853896 | March 31, 2020 |