

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM838912

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		Security Agreement	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Project Crush Acquisition Corp LLC		09/07/2023	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MERCHANT FACTORS CORP.		
<b>Street Address:</b>	1441 Broadway		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	Corporation: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 45</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	5563469		
Registration Number:	5373148		
Registration Number:	5051216	ACE IN THE HOLE	
Registration Number:	4684823	AKOYA	
Registration Number:	3656567	BIOKULT	
Registration Number:	6186662	BROAD & PATTISON	
Registration Number:	6074034	CHERRIES & RAINBOWS	
Registration Number:	4988821	CHOMMIE	
Registration Number:	5083969	COCOMERO	
Registration Number:	4868482	COPYCAT	
Registration Number:	4762006	COWTOWN	
Registration Number:	5591931	DEBTS AND LESSONS	
Registration Number:	4914912	DIME	
Registration Number:	5196989	FIELD THEORY	
Registration Number:	5053327	FOLLY OF THE BEAST	
Registration Number:	5486319	INKARRI	
Registration Number:	5928276	KEEP IT CHILL	
Registration Number:	4988829	LIVE EVERY DAY LIKE IT'S THE WKND.	
Registration Number:	5922459	LOST POET	

OP \$1140.00 5563469

Property Type	Number	Word Mark
Registration Number:	6695464	LUCKY LOOK
Serial Number:	97118808	MAISON MATRONA
Registration Number:	5147707	MÉTHODE EXPÉRIMENTALE
Registration Number:	4814765	NEW NATIVE
Registration Number:	5229671	OUTER SOUNDS
Registration Number:	4762001	PACIFICANA
Registration Number:	5170778	PIZZOLATO FIELDS
Registration Number:	4615152	PORTER AND PLOT
Registration Number:	4934846	PREGAME
Registration Number:	4878573	QUESTO QUELLO
Registration Number:	3989104	
Registration Number:	4850062	SPARTICO
Serial Number:	90777874	SUMMER WATER
Serial Number:	90978106	SUMMER WATER
Registration Number:	4924228	SUMMER WATER
Registration Number:	5574421	SUMMER WATER SOCIÉTÉ
Registration Number:	4793611	TARANTAS
Registration Number:	4860821	THE BONDSMAN
Registration Number:	4814763	UN PASO MÁS
Registration Number:	4878588	UNDERCARD
Registration Number:	4842377	UPSWELL
Registration Number:	4878587	WILHELMINA
Registration Number:	4957480	WKND
Registration Number:	4737928	WONDERFUL WINE CO
Serial Number:	88722156	WONDERS
Registration Number:	4878574	ZWICKER

#### CORRESPONDENCE DATA

Fax Number: 8009144240

*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: 8007130755

Email: Results-UCCTeam6@wolterskluwer.com

Correspondent Name: CT Corporation

Address Line 1: 4400 Easton Commons Way

Address Line 2: Suite 125 #95016567TF

Address Line 4: Columbus, OHIO 43219

NAME OF SUBMITTER: Jennifer Owens

SIGNATURE: /Jennifer Owens/

DATE SIGNED:	09/13/2023
<b>Total Attachments: 18</b> source=95016567 Trademark - 45#page1.tif source=95016567 Trademark - 45#page2.tif source=95016567 Trademark - 45#page3.tif source=95016567 Trademark - 45#page4.tif source=95016567 Trademark - 45#page5.tif source=95016567 Trademark - 45#page6.tif source=95016567 Trademark - 45#page7.tif source=95016567 Trademark - 45#page8.tif source=95016567 Trademark - 45#page9.tif source=95016567 Trademark - 45#page10.tif source=95016567 Trademark - 45#page11.tif source=95016567 Trademark - 45#page12.tif source=95016567 Trademark - 45#page13.tif source=95016567 Trademark - 45#page14.tif source=95016567 Trademark - 45#page15.tif source=95016567 Trademark - 45#page16.tif source=95016567 Trademark - 45#page17.tif source=95016567 Trademark - 45#page18.tif	

**TRADEMARK COLLATERAL ASSIGNMENT  
AND SECURITY AGREEMENT**

**THIS TRADEMARK COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT** (as amended, modified, supplemented, extended, renewed, restated or replaced from time to time, this “Agreement”) is made this 7 day of September, 2023 between **PROJECT CRUSH ACQUISITION CORP LLC** having its chief executive office at 927 SOUTH SANTA FE, LOS ANGELES, CALIFORNIA 90021 (“Grantor”) and **MERCHANT FACTORS CORP.** having a mailing address at 1441 BROADWAY, 22ND FLOOR, NEW YORK, NEW YORK 10018 (“Lender”).

**WITNESSETH:**

**WHEREAS**, Lender has entered or is about to enter into certain financing arrangements with Maison Thomas LLC and Project Crush DTC Sub, LLC (each, “Borrower” and collectively, “Borrowers”) pursuant to that certain Loan and Security Agreement dated as of the date hereof (as the same now exists or may hereafter be amended, modified, supplemented, extended, renewed, restated or replaced, the “Loan Agreement”), pursuant to which Lender may provide financial accommodations to Borrowers, and other agreements, notes, documents and instruments referred to therein or at any time executed and/or delivered in connection therewith or related thereto, including, but not limited to, this Agreement (all of the foregoing, together with the Loan Agreement, and the Loan Documents (as defined in the Loan Agreement), as the same now exist or may hereafter be amended, modified, supplemented, extended, renewed, restated or replaced, being collectively referred to herein as the “Financing Agreements”);

**WHEREAS**, Grantor has executed a Guaranty in favor of Lender of even date herewith (as amended, modified, restated or supplemented from time to time, the “Guaranty”) with respect to the obligations of the Borrowers. In connection therewith, Grantor agreed to execute and deliver to Lender this Agreement; and

**WHEREAS**, in order to induce Lender to enter into the Loan Agreement and the other Financing Agreements and to make loans and advances and provide other financial accommodations to Borrowers pursuant thereto, Grantor has agreed to grant to Lender certain collateral security as set forth herein.

**NOW, THEREFORE**, in consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

1. **DEFINED TERMS**

All initially capitalized terms used but not otherwise defined herein have the meanings given to them in the Loan Agreement.

2. **GRANT OF SECURITY INTEREST**

As collateral security for the prompt performance, observance and indefeasible payment in full of all of the Obligations (as hereinafter defined), Grantor hereby grants to Lender, for itself and its affiliates, a collateral security interest in and a general lien upon, and a conditional assignment of, all of Grantor's right, title and interest in and to the following, whether now owned or hereafter acquired or arising and wherever located (collectively, the "Collateral"): (a) any and all trademarks, trade names, registered trademarks, trademark applications, service marks, registered service marks and service mark applications, including (i) the trade names, registered trademarks, trademark applications, registered service marks and service mark applications listed on Exhibit A, (ii) all renewals thereof, (iii) all income, royalties, damages and payments now and hereafter due or payable under and with respect thereto, including payments under all licenses entered into in connection therewith and damages and payments for past or future infringements or dilutions thereof, (iv) the right to sue for past, present and future infringements and dilutions thereof, (v) the goodwill of Grantor's business symbolized by the foregoing or connected therewith, and (vi) all of Grantor's rights corresponding thereto throughout the world (collectively, the "Trademarks"); (b) all Trademark Licenses (as hereinafter defined); (c) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark License; and (c) all products and proceeds (as that term is defined in the UCC) of the foregoing, including any claim by Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or any Trademarks exclusively licensed under any Trademark License, including right to receive any damages, (ii) injury to the goodwill associated with any Trademark, or (iii) right to receive license fees, royalties, and other compensation under any Trademark License. Notwithstanding anything contained in this Agreement to the contrary, the term "Collateral" shall not include any 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 the validity or enforceability of such intent-to-use trademark applications under applicable federal law, provided that upon submission and acceptance by the United States Patent and Trademark Office (the "USPTO") of an amendment to allege use pursuant to 15 U.S.C. Section 1060(a) (or any successor provision), such intent-to-use trademark application shall be considered Collateral. For the purposes of this Agreement, "Trademark License" means (a) any licenses or other similar rights provided to Grantor in or with respect to any Trademark owned or controlled by any other Person, and (b) any licenses or other similar rights provided to any other Person in or with respect to any Trademark owned or controlled by Grantor, in each case, including (i) the license agreements listed on Exhibit B, and (ii) the right to use any of the licenses or other similar rights described in this definition in connection with the enforcement of the Lender's rights under the Financing Agreements.

### 3. OBLIGATIONS SECURED

The security interest, lien and other interests granted to Lender pursuant to this Agreement shall secure the prompt performance, observance and payment in full of all amounts of any nature whatsoever, direct or indirect, absolute or contingent, due or to become due, arising or incurred heretofore or hereafter, arising under this Agreement or any other agreement or by operation of law, now or hereafter owing by Grantor to Lender or to any affiliate of Lender. Said amounts include, but are not limited to loans, debts and

liabilities heretofore or hereafter acquired by purchase or assignment from other present or future borrowers or clients of Lender, or through participation. Without limiting the foregoing, such amounts shall include all advances, loans, interest, commissions, cost, fees, expenses, taxes owed by Grantor under the Loan Agreement, whether arising under this Agreement, the other Financing Agreements or by operation of law and whether incurred by Grantor as principal, surety, endorser, guarantor or otherwise (all hereinafter referred to as "Obligations").

#### 4. **REPRESENTATIONS, WARRANTIES AND COVENANTS**

Grantor hereby represents, warrants and covenants with and to Lender the following (all of such representations, warranties and covenants being continuing so long as any of the Obligations are outstanding) the truth and accuracy of which, or compliance therewith, being a continuing condition of the making of loans and advances and other financial accommodations by Lender to Borrowers under the Financing Agreements:

(a) Grantor shall pay and perform all of the Obligations according to their terms.

(b) All of the existing Collateral is valid and subsisting in full force and effect, and Grantor owns the sole, full and clear title thereto, and the right and power to grant the security interest and conditional assignment granted hereunder. Grantor shall, at Grantor's sole expense, perform all acts and execute all documents necessary or, in Lender's sole and absolute discretion, advisable to maintain the existence of the Collateral consisting of registered Trademarks as registered trademarks and to maintain all of the Collateral as valid and subsisting, including the filing of any renewal affidavits and applications. The Collateral is not subject to any liens, claims, mortgages, assignments, licenses, security interests or encumbrances of any nature whatsoever, except: (i) the security interests granted hereunder and (ii) the licenses permitted under Section 4(e) below.

(c) Grantor shall not assign, sell, mortgage, lease, transfer, pledge, hypothecate, grant a security interest in or lien upon, encumber, grant an exclusive or non-exclusive license relating to the Collateral, or otherwise dispose of any of the Collateral, in each case without the prior written consent of Lender, except as otherwise permitted herein. Nothing in this Agreement shall be deemed a consent by Lender to any such action, except as such action is expressly permitted hereunder.

(d) Grantor shall, at Grantor's sole expense, promptly perform all acts and execute all documents requested at any time by Lender to evidence, perfect, maintain, record or enforce the security interest in and conditional assignment of the Collateral granted hereunder or to otherwise further the provisions of this Agreement. Grantor hereby authorizes Lender to execute and file one or more financing statements (or similar documents) with respect to the Collateral, signed only by Lender or as otherwise determined by Lender. Grantor further authorizes Lender to have this Agreement or any other similar security agreement filed with the USPTO or any other appropriate federal, state or local government office.

(e) As of the date hereof, Grantor does not have any Trademarks registered, or the subject of pending applications, in the USPTO or any similar office or agency in the United States, any State thereof, any political subdivision thereof or in any other country, other than those described in Exhibit A hereto and has not granted any licenses with respect thereto other than as set forth in Exhibit B hereto.

(f) Grantor shall, concurrently with the execution and delivery of this Agreement, execute and deliver to Lender two (2) originals of a Special Power of Attorney for the implementation of the assignment, sale or other disposition of the Collateral pursuant to Lender's exercise of the rights and remedies granted to Lender hereunder.

(g) Lender may, in its sole and absolute discretion, pay any amount or do any act which Grantor fails to pay or do as required hereunder or as requested by Lender to preserve, defend, protect, maintain, record or enforce the Obligations, the Collateral or the security interest and conditional assignment granted hereunder, including, but not limited to, all filing or recording fees, court costs, collection charges, attorneys' fees and legal expenses. Grantor shall be liable to Lender for any such payment, which payment shall be deemed an advance by Lender to a Borrower, shall be payable on demand together with interest at the highest rate then applicable to the indebtedness of such Borrower to Lender set forth in the Loan Agreement and shall be part of the Obligations secured hereby.

(h) Grantor shall not file any application for the registration of a Trademark with the USPTO or any similar office or agency in the United States, any State thereof, any political subdivision thereof or in any other country, unless Grantor has given Lender thirty (30) days prior written notice of such action. If, after the date hereof, Grantor shall (i) obtain any registered Trademark, or apply for any such registration in the USPTO or in any similar office or agency in the United States, any State thereof, any political subdivision thereof or in any other country or (ii) become an owner of any trademark registrations or applications for trademark registration used in the United States, any State thereof, any political subdivision thereof or in any other country, the provisions of Section 1 hereof shall automatically apply thereto. Upon the request of Lender, Grantor shall promptly execute and deliver to Lender any and all assignments, agreements, instruments, documents and such other papers as may be requested by Lender to evidence the security interests in and conditional assignment of such Trademark in favor of Lender.

(i) Grantor has not abandoned any of the Trademarks and Grantor shall not do any act, nor omit to do any act, whereby the Trademarks may become invalidated, unenforceable, avoided or avoidable. Grantor shall notify Lender immediately if it knows or has reason to know of any reason why any application, registration or recording with respect to the Trademarks may become canceled, invalidated, avoided or avoidable, or why any application may not be granted.

(j) Grantor shall render any assistance, as Lender shall determine is necessary or advisable, to Lender in any proceeding before the USPTO, any federal or state court, or any similar office or agency in the United States, any State thereof, any political subdivision thereof or in any other country, to maintain such application and registration of the Trademarks as Grantor's exclusive property and to protect Lender's interest therein,

including the filing of applications for renewal, affidavits of use, affidavits of incontestability, and opposition, interference, and cancellation proceedings.

(k) No infringement or unauthorized use presently is being made of any of the Trademarks that would adversely affect in any material respect the fair market value of the Collateral or the benefits of this Agreement granted to Lender, including the validity, priority or perfection of the security interest granted herein or the remedies of Lender hereunder. There has been no judgment holding any Trademark invalid or unenforceable, in whole or part, nor is the validity or enforceability of any Trademark being questioned in any litigation or proceeding. Grantor shall promptly notify Lender if Grantor (or any affiliate thereof) learns of any act by any Person which infringes, or which may be reasonably likely to infringe, upon any Trademark. If requested by Lender, Grantor, at Grantor's sole expense, shall join with Lender in such action as Lender, in Lender's sole and absolute discretion, may deem advisable for the protection of Lender's interest in and to any or all of the Trademarks.

(l) Grantor assumes all responsibility and liability arising from the use of the Trademarks and Grantor hereby indemnifies and holds Lender harmless from and against any claim, suit, loss, damage, or expense (including attorneys' fees and legal expenses) arising out of any alleged defect in any service or product manufactured, promoted, or sold by Grantor (or any affiliate thereof) in connection with any Trademark or out of the manufacture, promotion, labeling, sale, distribution or advertisement of any such product or service by Grantor (or any affiliate thereof). The foregoing indemnity shall survive the payment of the Obligations, the termination of this Agreement and the termination or non-renewal of the Loan Agreement.

(m) Grantor shall promptly pay Lender for any and all expenditures made by Lender pursuant to the provisions of this Agreement or for the defense, protection, or enforcement of the Obligations, the Collateral, or the security interests and conditional assignment granted hereunder, including, but not limited to, all filing or recording fees, court costs, collection charges, travel expenses, and attorneys' fees and legal expenses. Such expenditures shall be payable on demand, together with interest at the highest rate then applicable to the indebtedness of such Borrower to Lender set forth in the Loan Agreement and shall be part of the Obligations secured hereby.

## **5. RIGHTS AND REMEDIES**

Upon the occurrence of an Event of Default, and at any time thereafter, in addition to all other rights and remedies of Lender, whether provided under this Agreement, the Loan Agreement, the other Financing Agreements, applicable law or otherwise, Lender shall have the following rights and remedies which may be exercised without notice to, or consent by, Grantor except as such notice or consent is expressly provided for hereunder:

(a) Lender may require that neither Grantor nor any affiliate of Grantor make any use of the Trademarks for any purpose whatsoever. Lender may make use of any Trademarks for the sale of goods, completion of work-in-process or rendering of services in



connection with enforcing any other security interest granted to Lender by Grantor or any affiliate of Grantor or for such other reason as Lender may determine.

(b) Lender may grant such license or licenses relating to the Collateral for such term or terms, on such conditions, and in such manner, as Lender shall in its sole and absolute discretion deem appropriate. Such license or licenses may be general, special or otherwise, and may be granted on an exclusive or non-exclusive basis throughout all or any part of the United States of America, its territories and possessions, and all foreign countries.

(c) Lender may assign, sell or otherwise dispose of the Collateral or any part thereof, either with or without special conditions or stipulations except that if notice to Grantor of intended disposition of Collateral is required by law, the giving of five (5) days prior written notice to Grantor of any proposed disposition shall be deemed reasonable notice thereof and Grantor waives any other notice with respect thereto. Lender shall have the power to buy the Collateral or any part thereof, and Lender shall also have the power to execute assurances and perform all other acts which Lender may, in its sole and absolute discretion, deem appropriate or proper to complete such assignment, sale or disposition.

(d) In addition to the foregoing, in order to implement the assignment, sale or other disposition of any of the Collateral pursuant to the terms hereof, Lender may at any time execute and deliver on behalf of Grantor, pursuant to the authority granted in the Powers of Attorney described in Section 4(f) hereof, one or more instruments of assignment of the Trademarks (or any application, registration, or recording relating thereto), in form suitable for filing, recording, or registration. Grantor agrees to pay Lender on demand all costs incurred in any such transfer of the Collateral, including, but not limited to, any taxes, fees, and attorneys' fees and legal expenses. Grantor agrees that Lender has no obligation to preserve rights to the Trademarks against any other parties.

(e) Lender may first apply the proceeds actually received from any such license, assignment, sale or other disposition of any of the Collateral to the costs and expenses thereof, including attorneys' fees and all legal, travel and other expenses which may be incurred by Lender. Thereafter, Lender may apply any remaining proceeds to such of the Obligations as Lender may in its sole and absolute discretion determine. In the event the proceeds of Collateral are insufficient to satisfy all of the Obligations in full, each Borrower shall remain liable for any such deficiency and shall pay Lender on demand any such unpaid amount, together with interest at the highest rate then applicable to the indebtedness of such Borrower to Lender set forth in the Loan Agreement.

(f) Grantor shall supply to Lender or to Lender's designee, Grantor's knowledge and expertise relating to the manufacture, sale and distribution of the products and rendition of services to which the Trademarks relate.

(g) Nothing contained herein shall be construed as requiring Lender to take any such action at any time. All of Lender's rights and remedies, whether provided under this Agreement, the Loan Agreement, the other Financing Agreements, applicable

law or otherwise, shall be cumulative and none is exclusive. Such rights and remedies may be enforced alternatively, successively, or concurrently.

**6. JURY TRIAL WAIVER; OTHER WAIVERS AND CONSENTS; GOVERNING LAW**

(a) This Agreement is made and is to be performed under the laws of the State of New York and shall be governed by and construed and enforced in accordance with said law, excluding any principles of any conflicts of laws or other rule of law that would result in the application of the law of any jurisdiction other than the laws of the State of New York. Grantor and Lender expressly submit and consent to the jurisdiction of the state and federal courts located in the County of New York, State of New York with respect to any controversy arising out of or relating to this Agreement or any alteration, amendment, change, extension, modification, renewal, replacement, substitution, joinder or supplement hereto or to any transactions in connection herewith. Grantor and Lender irrevocably waive all claims, obligations and defenses that Grantor or Lender, as applicable, may have regarding such court's personal or subject matter jurisdiction, venue or inconvenient forum. Nothing herein shall limit the right of Lender to bring proceedings against Grantor in any other court. Each of the parties to this Agreement hereby waives personal service of any summons or complaint or other process or papers to be issued in any action or proceeding involving any such controversy and hereby agrees that service of such summons or complaint or process may be made by registered or certified mail to the other party at the address appearing on the signature page hereto.

(b) YOU AND THE UNDERSIGNED HEREBY WAIVE ALL RIGHTS TO TRIAL BY JURY IN ANY ACTION, PROCEEDING OR COUNTERCLAIM ARISING UNDER OR RELATING TO THIS TRADEMARK COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT WHETHER IN CONTRACT, TORT OR ANY OTHER CAUSE OF ACTION WHATSOEVER. IF FOR ANY REASON AN ACTION IS BROUGHT IN THE STATE OF CALIFORNIA AND TO THE EXTENT A PREDISPUTE WAIVER OF THE RIGHT TO TRIAL BY JURY IS NOT ENFORCEABLE UNDER APPLICABLE LAW, ANY AND ALL DISPUTES, CONTROVERSIES OR CLAIMS ARISING OUT OF OR RELATING TO THIS TRADEMARK COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT OR THE TRANSACTIONS CONTEMPLATED HEREBY, INCLUDING, WITHOUT LIMITATION, THE MAKING, PERFORMANCE, OR INTERPRETATION OF THIS TRADEMARK COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT OR ANY OTHER RELATED AGREEMENT, SHALL BE HEARD BY A REFEREE AND RESOLVED BY JUDICIAL REFERENCE PURSUANT TO CALIFORNIA CODE OF CIVIL PROCEDURE SECTION 638. THE REFEREE SHALL BE AN ATTORNEY LICENSED TO PRACTICE LAW IN THE STATE OF CALIFORNIA AND EXPERIENCED AND QUALIFIED IN MATTERS OF THE TYPE CONTEMPLATED BY THIS TRADEMARK COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT OR A RETIRED CALIFORNIA SUPERIOR OR APPELLATE COURT JUDGE. THE PARTIES SHALL NOT SEEK TO APPOINT A REFEREE THAT MAY BE DISQUALIFIED PURSUANT TO CALIFORNIA CODE OF CIVIL PROCEDURE SECTIONS 641 OR 641.2 WITHOUT

THE PRIOR WRITTEN CONSENT OF ALL PARTIES. IF THE PARTIES ARE UNABLE TO AGREE UPON A REFEREE WITHIN TEN (10) CALENDAR DAYS AFTER ONE PARTY SERVES A WRITTEN NOTICE OF INTENT FOR JUDICIAL REFERENCE ON THE OTHER PARTY OR PARTIES, THEN THE REFEREE WILL BE SELECTED BY THE COURT IN ACCORDANCE WITH CALIFORNIA CODE OF CIVIL PROCEDURE SECTION 640(B). ANY DECISION OF THE REFEREE SHALL BE ENTERED AS A JUDGMENT IN THE COURT IN ACCORDANCE WITH CALIFORNIA CODE OF CIVIL PROCEDURE SECTIONS 644 AND 645. IF ENABLING LEGISLATION WHICH PROVIDES FOR APPOINTMENT OF A REFEREE IS REPEALED (AND NO SUCCESSOR STATUTE IS ENACTED), ANY DISPUTE BETWEEN THE PARTIES THAT WOULD OTHERWISE BE DETERMINED BY REFERENCE PROCEDURE WILL BE RESOLVED AND DETERMINED BY ARBITRATION. THE ARBITRATION WILL BE CONDUCTED BY A RETIRED JUDGE OR JUSTICE IN ACCORDANCE WITH THE CALIFORNIA ARBITRATION ACT §1280 THROUGH §1294.2 OF THE CALIFORNIA CODE OF CIVIL PROCEDURE AS AMENDED FROM TIME TO TIME. THE PARTIES RECOGNIZE AND AGREE THAT ALL DISPUTES RESOLVED UNDER THIS REFERENCE PROVISION WILL BE DECIDED BY A REFEREE AND NOT BY A JURY. AFTER CONSULTING (OR HAVING HAD THE OPPORTUNITY TO CONSULT WITH) COUNSEL OF THEIR OWN CHOICE, EACH PARTY KNOWINGLY AND VOLUNTARILY AND FOR THEIR MUTUAL BENEFIT AGREES THAT THIS REFERENCE PROVISION WILL APPLY TO ANY DISPUTE BETWEEN THEM WHICH ARISES OUT OF OR IS RELATED TO THIS TRADEMARK COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT IN AN ACTION BROUGHT IN CALIFORNIA. THE UNDERSIGNED HEREBY WAIVES THE BENEFITS OF CALIFORNIA CODE OF CIVIL PROCEDURE SECTION 431.70 AND ANY RIGHT THAT THE UNDERSIGNED MAY HAVE TO OFFSET ANY PORTION OF THE OBLIGATIONS SECURED HEREBY BY ALL OR ANY PART OF ANY CLAIM, CAUSE OF ACTION, COUNTERCLAIM, OR CROSS-CLAIM (EXCEPT COMPULSORY COUNTERCLAIMS AND THE DEFENSE THAT THE OBLIGATIONS THE UNDERSIGNED OWES TO YOU HEREUNDER HAVE BEEN PAID IN FULL), WHETHER LIQUIDATED OR UNLIQUIDATED, THAT THE UNDERSIGNED MAY HAVE AGAINST YOU.

(c) Grantor waives presentment and protest of any instruments and all notices thereof, notice of default and all other notices to which it might otherwise be entitled.

(d) Lender shall not have any liability to Grantor (whether in tort, contract, equity or otherwise) for losses suffered by Grantor in connection with, arising out of, or in any way related to the transactions or relationships contemplated by this Agreement, or any act, omission or event occurring in connection herewith, unless it is determined by a final and non-appealable judgment or court order binding on Lender that the losses were the result of Lender's acts or omissions constituting gross negligence or willful misconduct.

7. **MISCELLANEOUS**

(a) Unless otherwise specified herein, all notices pursuant to this Agreement shall be in writing and sent either (i) by hand, (ii) by certified mail, return receipt requested, or (iii) by recognized overnight courier service, to the other party at the address set forth herein, or to such other address as a party may from time to time furnish to the other party by notice. Any notice hereunder shall be deemed to have been given on (x) the day of hand delivery, (y) the third business day after the day it is deposited in the U.S. Mail, if sent as aforesaid, or (z) the day after it is delivered to a recognized overnight courier service with instructions for next day delivery.

(b) Unless the context of this Agreement clearly requires otherwise, references to the plural include the singular, references to the singular include the plural, the terms "includes" and "including" are not limiting, and the term "or" has, except where otherwise indicated, the inclusive meaning represented by the phrase "and/or". The words "hereof", "herein", "hereby", "hereunder", and similar terms in this Agreement refer to this Agreement as a whole and not to any particular provision of this Agreement. Section, subsection, clause, schedule, and exhibit references herein are to this Agreement unless otherwise specified. Any reference in this Agreement to any agreement, instrument, or document shall include all alterations, amendments, changes, extensions, modifications, renewals, replacements, substitutions, joinders, and supplements, thereto and thereof, as applicable (subject to any restrictions on such alterations, amendments, changes, extensions, modifications, renewals, replacements, substitutions, joinders, and supplements set forth herein). The words "asset" and "property" shall be construed to have the same meaning and effect and to refer to any and all tangible and intangible assets and properties, including cash, securities, accounts, and contract rights. The word "Person" means natural persons, corporations, limited liability companies, limited partnerships, general partnerships, limited liability partnerships, joint ventures, trusts, land trusts, business trusts, or other organizations, irrespective of whether they are legal entities, and governments and agencies and political subdivisions thereof, and any reference herein to any Person shall be construed to include such Person's successors and assigns.

(c) Lender shall have the right to assign this Agreement; Grantor shall have no right to assign this Agreement; and this Agreement, the other Financing Agreements and any other document referred to herein shall inure to the benefit of and shall bind Lender and Grantor and their respective successors and assigns.

(d) No failure or delay by Lender in exercising any of its powers or rights hereunder shall operate as a waiver thereof; nor shall any single or partial exercise of any such power or right preclude other or further exercise thereof or the exercise of any other right or power. Lender's rights, remedies and benefits hereunder are cumulative and not exclusive of any other rights, remedies or benefits which Lender may have. No waiver by Lender will be effective unless in writing and then only to the extent specifically stated.

(e) If any provision of this Agreement is found to be unenforceable or otherwise invalid under applicable law, such provision shall be ineffective only to the extent of such invalidity and the remaining provisions of this Agreement shall remain in full force and effect.

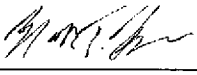
(f) This Agreement is the result of full and complete negotiation at arm's length by all parties hereto. No prior drafts or memoranda prepared by any party shall be used to construe or interpret any provision hereof, nor shall any one party be construed the "drafter" of this Agreement for the purpose of construing the terms, conditions or obligations set forth herein. This Agreement sets forth the entire understanding of the parties with respect to the matters set forth herein and supersedes in their entirety any and all understandings and agreements, whether Written or oral, of the parties with respect to the foregoing. This Agreement cannot be changed, modified or amended in any respect except by a writing executed by the party to be charged. Grantor acknowledges that it has been advised by counsel in connection with the execution of this Agreement and the other Financing Agreements and is not relying upon oral representations or statements inconsistent with the terms and provisions of this Agreement.

[Signature Page Follows]

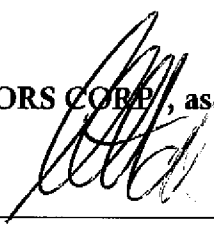
IN WITNESS WHEREOF, Grantor and Lender have executed this Agreement as of the day and year first above written.

**PROJECT CRUSH ACQUISITION CORP  
LLC, as Grantor**

**By: AMASS BRANDS INC, its sole member**

By:   
Name: Mark T. Lynn  
Title: Chief Executive Officer

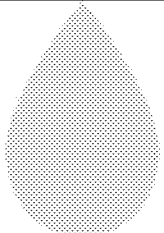
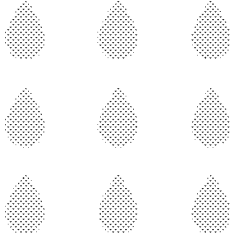
**MERCHANT FACTORS CORP, as Lender**

By:   
Name: Scott Adler  
Title: Senior Executive Vice President

**EXHIBIT A  
TO  
TRADEMARK COLLATERAL ASSIGNMENT  
AND SECURITY AGREEMENT**

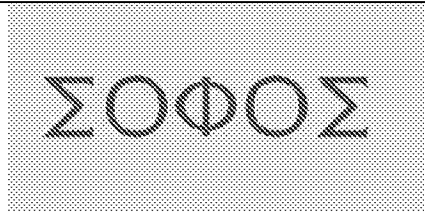
**TRADE NAMES, REGISTERED TRADEMARKS, TRADEMARK APPLICATIONS,  
REGISTERED SERVICE MARKS AND SERVICE MARK APPLICATIONS**

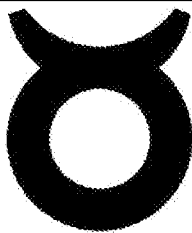
<b>Country</b>	<b>Owner</b>	<b>Trademark</b>	<b>Status</b>	<b>App No./Reg. No.</b>
Australia	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
Australia	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1640992
Canada	Project Crush Acquisition Corp., LLC	SUMMER WATER	Pending	1640992
Canada	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	TMA1128051
China	Project Crush Acquisition Corp., LLC	SUMMER WATER	Pending	1640992
China	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
EUTM	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
EUTM	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1640992
Japan	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1640992
Japan	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
Mexico	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
Mexico	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1640992
Mexico	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1640992
Monaco	Project Crush	SUMMER WATER	Registered	1640992

	Acquisition Corp., LLC			
Monaco	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
New Zealand	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
New Zealand	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1640992
Republic of Korea (South)	Project Crush Acquisition Corp., LLC	SUMMER WATER	Pending	1640992
Republic of Korea (South)	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
Switzerland	Project Crush Acquisition Corp., LLC	SUMMER WATER	Pending	1640992
Switzerland	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
Thailand	Project Crush Acquisition Corp., LLC	SUMMER WATER	Pending	1640992
United Kingdom	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1640992
United Kingdom	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	UK00801451739
United Kingdom	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
United States of America	Project Crush Acquisition Corp., LLC		Registered	5563469
United States of America	Project Crush Acquisition Corp., LLC		Registered	5373148
United	Project Crush	ACE IN THE HOLE	Registered	5051216



States of America	Acquisition Corp., LLC			
United States of America	Project Crush Acquisition Corp., LLC	AKOYA	Registered	4684823
United States of America	Project Crush Acquisition Corp., LLC	BIOKULT	Registered	3656567
United States of America	Project Crush Acquisition Corp., LLC	BROAD & PATTISON	Registered	6186662
United States of America	Project Crush Acquisition Corp., LLC	CHERRIES & RAINBOWS	Registered	6074034
United States of America	Project Crush Acquisition Corp., LLC	CHOP SHOP	Registered	4988821
United States of America	Project Crush Acquisition Corp., LLC	COCOMERO	Registered	5083969
United States of America	Project Crush Acquisition Corp., LLC	COPYCAT	Registered	4868482
United States of America	Project Crush Acquisition Corp., LLC	COWTOWN	Registered	4762006
United States of America	Project Crush Acquisition Corp., LLC	DEBTS AND LESSONS	Registered	5591931
United States of America	Project Crush Acquisition Corp., LLC	DIME	Registered	4914912
United States of America	Project Crush Acquisition Corp., LLC	FIELD THEORY	Registered	5196989
United States of America	Project Crush Acquisition Corp., LLC	FOLLY OF THE BEAST	Registered	5053327
United States of America	Project Crush Acquisition Corp., LLC	INKARRI	Registered	5486319
United States of America	Project Crush Acquisition Corp., LLC	KEEP IT CHILL	Registered	5928276
United States of America	Project Crush Acquisition Corp., LLC	LIVE EVERY DAY LIKE IT'S THE WKND.	Registered	4988829
United States of America	Project Crush Acquisition Corp., LLC	LOST POET	Registered	5922459

United States of America	Project Crush Acquisition Corp., LLC	LUCKY LOOK	Registered	6695464
United States of America	Project Crush Acquisition Corp., LLC	MAISON MATRONA	Pending	97118808
United States of America	Project Crush Acquisition Corp., LLC	MÉTHODE EXPÉRIMENTALE	Registered	5147707
United States of America	Project Crush Acquisition Corp., LLC	NEW NATIVE	Registered	4814765
United States of America	Project Crush Acquisition Corp., LLC	OUTER SOUNDS	Registered	5229671
United States of America	Project Crush Acquisition Corp., LLC	PACIFICANA	Registered	4762001
United States of America	Project Crush Acquisition Corp., LLC	PIZZOLATO FIELDS	Registered	5170778
United States of America	Project Crush Acquisition Corp., LLC	PORTER AND PLOT	Registered	4615152
United States of America	Project Crush Acquisition Corp., LLC	PREGAME	Registered	4934846
United States of America	Project Crush Acquisition Corp., LLC	QUESTO QUELLO	Registered	4878573
United States of America	Project Crush Acquisition Corp., LLC		Registered	3989104
United States of America	Project Crush Acquisition Corp., LLC	SPARTICO	Registered	4850062
United States of America	Project Crush Acquisition Corp., LLC	SUMMER WATER	Pending	90777874
United States of America	Project Crush Acquisition Corp., LLC	SUMMER WATER	Pending	90978106
United States of America	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	4924228
United States of	Project Crush Acquisition	SUMMER WATER SOCIÉTÉ	Registered	5574421

America	Corp., LLC			
United States of America	Project Crush Acquisition Corp., LLC	 tarantas	Registered	4793611
United States of America	Project Crush Acquisition Corp., LLC	THE BONDSMAN	Registered	4860821
United States of America	Project Crush Acquisition Corp., LLC	UN PASO MÁS	Registered	4814763
United States of America	Project Crush Acquisition Corp., LLC	UNDERCARD	Registered	4878588
United States of America	Project Crush Acquisition Corp., LLC	UPSWELL	Registered	4842377
United States of America	Project Crush Acquisition Corp., LLC	WILHELMINA	Registered	4878587
United States of America	Project Crush Acquisition Corp., LLC	WKND	Registered	4957480
United States of America	Project Crush Acquisition Corp., LLC	WONDERFUL WINE CO	Registered	4737928
United States of America	Project Crush Acquisition Corp., LLC	WONDERS	Pending	88722156
United States of America	Project Crush Acquisition Corp., LLC	ZWICKER	Registered	4878574
Vietnam	Project Crush Acquisition Corp., LLC	SUMMER WATER	Pending	1640992
Vietnam	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
WIPO	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1451739
WIPO	Project Crush Acquisition Corp., LLC	SUMMER WATER	Registered	1640992

**EXHIBIT B  
TO  
TRADEMARK COLLATERAL ASSIGNMENT  
AND SECURITY AGREEMENT  
TRADEMARK LICENSES**

Exhibit B - 1