

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM842975

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CrossFirst Bank		09/29/2023	Chartered Bank: KANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	New World Natural Brands, LLC		
<b>Street Address:</b>	222 S. Riverside Plaza Suite 1500		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	Limited Liability Company: MISSOURI		
<b>PROPERTY NUMBERS Total: 13</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4654374	18.21	
<b>Registration Number:</b>	5085834	18.21 A NOBLE EXPERIMENT MADE IN U.S.A.	
<b>Registration Number:</b>	6108461	SPIRITS	
<b>Registration Number:</b>	5854787	KNOW YOUR BEAUTY	
<b>Registration Number:</b>	5917008	SWEET TOBACCO SPIRITS	
<b>Registration Number:</b>	5827247	LIFT YOUR SPIRITS	
<b>Serial Number:</b>	88773130	19TH	
<b>Registration Number:</b>	6232026	18.21 MAN MADE	
<b>Serial Number:</b>	90254809	18.21 MAN MADE	
<b>Registration Number:</b>	6411341	A NOBLE EXPERIMENT 18.21 MADE IN U.S.A.	
<b>Registration Number:</b>	6441054	SUKI	
<b>Registration Number:</b>	6441055	SUKI	
<b>Serial Number:</b>	90526184	SUKI ERA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8169838080		
<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>			
<b>Phone:</b>	8169838000		
<b>Email:</b>	PTO-KC@huschblackwell.com		

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**Correspondent Name:** Husch Blackwell LLP  
**Address Line 1:** 4801 Main Street, Suite 1000  
**Address Line 4:** Kansas City, MISSOURI 64112

**ATTORNEY DOCKET NUMBER:** 527662-5

**NAME OF SUBMITTER:** Olivia Miller

**SIGNATURE:** /Olivia Miller/

**DATE SIGNED:** 09/29/2023

**Total Attachments: 2**

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**RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**

THIS RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (this "Release") is dated as of September 29, 2023, by CrossFirst Bank, as Agent ("Agent"), in favor of New World Natural Brands, LLC, a Missouri limited liability company ("Grantor").

WHEREAS, pursuant to that certain Amended and Restated Pledge and Security Agreement dated as of April 6, 2021 (as the same may be amended, modified, extended, or restated from time to time, the "Agreement"), the Grantor granted a security interest to Agent in certain trademarks, whether then owned or existing or thereafter acquired or arising and wherever located, including the trademarks listed on Schedule A ("Trademarks");

WHEREAS, pursuant to the Agreement, Agent, through a certain Notice of Grant of Security Interest in Trademarks dated as of April 6, 2021, recorded in the United States Patent and Trademark Office on May 26, 2021, at Reel 007307, Frame 0180, established a lien and security interest to the Trademarks owned by Grantor as identified on Schedule A; and

WHEREAS, Agent wishes to release, discharge, relinquish, terminate, and dissolve its security interest in and continuing lien on all of Grantor's right, title, and interest in, to, and under the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged Agent agrees as follows:

1. Agent hereby unconditionally and expressly releases, terminates, cancels, and extinguishes any and all of its right, title, and interest in and to any and all pledges, grants, liens, and security interests it may have upon the Trademarks in favor of the Grantor.
2. This Release shall be binding upon Agent's legal representatives, assigns, and successors.

IN WITNESS WHEREOF, this Release is duly executed by Agent in favor of the Grantor by and through Agent's authorized officers as of the date first written above.

**AGENT:**

CROSSFIRST BANK

By: 

Name: Brandon Holke

Title: Director, Senior Finance

**SCHEDULE A**

**Trademarks**

Entity	Trademark	Ser. No.	Reg. No.	Country
New World Natural Brands, LLC	18.21	86/208,418	4,654,374	U.S.
New World Natural Brands, LLC	18.21 A NOBLE EXPERIMENT MADE IN U.S.A.	86/958,993	5,085,834	U.S.
New World Natural Brands, LLC	SPIRITS	88/026,798	6,108,461	U.S.
New World Natural Brands, LLC	KNOW YOUR BEAUTY	88/046,290	5,854,787	U.S.
New World Natural Brands, LLC	SWEET TOBACCO SPIRITS	88/257,272	5,917,008	U.S.
New World Natural Brands, LLC	LIFT YOUR SPIRITS	88/272,727	5,827,247	U.S.
New World Natural Brands, LLC	19TH	88/773,130	n/a	U.S.
New World Natural Brands, LLC	18.21 MAN MADE	88/918,674	6,232,026	U.S.
New World Natural Brands, LLC	18.21 MAN MADE	90/254,809	n/a	U.S.
New World Natural Brands, LLC	A NOBLE EXPERIMENT 18.21 MADE IN U.S.A.	90/360,012	6,411,341	U.S.
New World Natural Brands, LLC	SUKI	90/407,650	6,441,054	U.S.
New World Natural Brands, LLC	SUKI	90/407,652	6,441,055	U.S.
New World Natural Brands, LLC	SUKI ERA	90/526,184	n/a	U.S.