

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM866549

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Uplift Brands, LLC		12/28/2023	Limited Liability Company: DELAWARE
Consumer Product Partners, LLC		12/28/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	TCW Asset Management Company LLC, as administrative agent		
Street Address:	1251 Avenue of the Americas, Suite 4700		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10020		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 44			
Property Type	Number	Word Mark	
Registration Number:	3352948	ALPINE X-TREME	
Registration Number:	1704520	CITROMA	
Registration Number:	2139736	GERM-X	
Registration Number:	6886152	GERM-X	
Registration Number:	5388197	GERM-X GO	
Registration Number:	5325768	MOUNTAIN FALLS	
Registration Number:	5514914	SONOMA SPA	
Registration Number:	3003472	SONOMA SPA	
Registration Number:	2271154	GERM BLASTER	
Registration Number:	896120	SCRUBBLES	
Registration Number:	3699748	SCRUBBLES	
Registration Number:	4142435	DIP-IT	
Registration Number:	3757865	ESSENTIAL GROOMING GEAR	
Registration Number:	3546716	FLAG & SAIL	
Registration Number:	5753273	FORM + FUNCTION	
Registration Number:	2763159	ICE MINT	
Registration Number:	2401345	ICEBERG BLUE	

CH \$1115.00 3352948

Property Type	Number	Word Mark
Registration Number:	1997803	
Registration Number:	4477907	NUTRILOCK
Registration Number:	4999696	OMNIPOD
Registration Number:	2515061	PURETEST
Registration Number:	2295835	PURETEST
Registration Number:	2506782	PURETEST
Registration Number:	4681241	SALON EFFECTS
Registration Number:	5342016	SIMPLY U
Registration Number:	5342024	SIMPLY U
Registration Number:	5371802	SIMPLY U
Registration Number:	5371803	SIMPLY U
Registration Number:	6309593	SOLAR PLEX
Registration Number:	2006918	SPRING MINT
Registration Number:	2355539	SWAN
Registration Number:	2417799	SWAN
Registration Number:	2299149	SWAN
Registration Number:	1522360	SWAN
Registration Number:	2140304	SWAN
Serial Number:	90636807	GERM-X
Serial Number:	90641607	GERM-X SINCE 1997
Serial Number:	90641703	GERM-X SINCE 1997
Serial Number:	90641900	GERM-X SINCE 1997
Serial Number:	90641820	GERM-X SINCE 1997
Serial Number:	97816047	M MOUNTAIN FALLS
Serial Number:	90636812	TRUSTED CHOICE. HEALTHY LIVING
Serial Number:	90636818	SURF LIFE
Serial Number:	90873179	WILD TROPICS

CORRESPONDENCE DATA

Fax Number: 2028357586

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: 2028357500

Email: dcip@milbank.com

Correspondent Name: Javier J. Ramos, Esq.

Address Line 1: 1850 K Street, NW, Suite 1100

Address Line 2: Milbank, LLP

Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER: 27241.00011

NAME OF SUBMITTER:	Javier J. Ramos
SIGNATURE:	/Javier J. Ramos/
DATE SIGNED:	01/08/2024
Total Attachments: 6 source=10. Vivos - Trademark Security Agreement#page1.tif source=10. Vivos - Trademark Security Agreement#page2.tif source=10. Vivos - Trademark Security Agreement#page3.tif source=10. Vivos - Trademark Security Agreement#page4.tif source=10. Vivos - Trademark Security Agreement#page5.tif source=10. Vivos - Trademark Security Agreement#page6.tif	

The liens and security interests securing the obligations as evidenced hereby are subject to the provisions of the ABL Intercreditor Agreement, dated as of December 28, 2023 (as amended or modified from time to time), by and among Bank of America, N.A., as ABL Agent and TCW Asset Management Company LLC, as Term Agent. In the event of any conflict between the terms of the ABL Intercreditor Agreement and the terms of this agreement, the terms of the ABL Intercreditor Agreement shall govern and control.

Execution Version

SHORT-FORM TRADEMARKS SECURITY AGREEMENT

WHEREAS, UpLift Brands, LLC and Consumer Product Partners, LLC (the “Grantors”) has each adopted, used, is using, or intends to use, and is the owner of the trademarks and trademark applications listed in the attached Schedule of Registered Trademarks, and the registrations and applications associated therewith;

WHEREAS, the Grantors have contemporaneously with the execution of this Short-Form Trademarks Security Agreement entered into the Security Agreement dated as of December 28, 2023 (as modified from time to time, the “Security Agreement”), in which the Grantors have granted certain interests in favor of TCW Asset Management Company LLC, as administrative agent and collateral (the “Administrative Agent”) for the benefit of the Secured Parties (as defined therein); and

WHEREAS, pursuant to the Security Agreement, the Grantors have agreed with the Administrative Agent and the Secured Parties to execute this Short-Form Trademarks Security Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantors hereby grant to the Administrative Agent for the benefit of the Secured Parties, to the extent provided in the Security Agreement (the terms and conditions of which are hereby incorporated herein), a security interest in all of its right, title and interest in, to and under all the trademarks, whether now owned or at any time hereafter acquired, of the Grantors that are registered with, or for which applications for registration have been filed with, the United States Patent and Trademark Office, including the trademarks listed on the attached Schedule of Registered Trademarks, and all registrations and pending applications associated therewith (excluding any application for registration of a trademark filed on an intent-to-use basis solely to the extent that the grant of a security interest in any such trademark application would materially adversely affect the validity or enforceability of the resulting trademark registration or result in cancellation of such trademark application), as collateral security for the prompt and complete payment and performance when due of all the Secured Obligations (as defined in the Security Agreement). Notwithstanding the foregoing, in the event of any conflict between this Short-Form Trademarks Security Agreement and the Security Agreement, the Security Agreement shall control.

Date: December 28, 2023

Date: December 28, 2023

UpLift Brands, LLC, as Grantor

By: Scott Mekus

Name: Scott Mekus

Title: Vice President and Treasurer

[Signature Page to Short Form Trademarks Security Agreement]

TRADEMARK
REEL: 008311 FRAME: 0019

Date: December 28, 2023

Consumer Product Partners, LLC, as Grantor

By: Scott Mekus

Name: Scott Mekus

Title: Vice President and Treasurer

{Signature Page to Short Form Trademarks Security Agreement}

TRADEMARK
REEL: 008311 FRAME: 0020

**SCHEDULE OF
REGISTERED TRADEMARKS**

All U.S. registered Trademarks currently owned by UpLift Brands, LLC:

Mark	Reg. #	Registered	Serial #	Filed	Country
ALPINE X-TREME (003)	3,352,948	12/11/2007	76/661,196	6/7/2006	United States
CITROMA (005)	1,704,520	8/4/1992	74/202,768	9/12/1991	United States
GERM-X (005)	2,139,736	2/24/1998	75/156,495	8/26/1996	United States
GERM-X (005)**	6,886,152	10/25/2022	90978220	4/10/2021	United States
GERM-X GO (005)	5,388,197	1/23/2018	87,310,516	1/23/2017	United States
MOUNTAIN FALLS (003, 005)	5,325,768	10/31/2017	87322299	2/2/2017	United States
SONOMA SPA (003)	5,514,914	7/10/2018	87,428,359	4/27/2017	United States
SONOMA SPA (003)	3,003,472	10/4/2005	76/608,166	8/23/2004	United States
GERM BLASTER (003)	2,271,154	8/17/1999	75/393,050	11/19/1997	United States
SCRUBBLES (003)	896,120	8/4/1970	72/337,203	9/5/1969	United States
SCRUBBLES (003)	3,699,748	10/20/2009	77/407,189	2/27/2008	United States

All U.S. registered Trademarks currently owned by Consumer Product Partners, LLC

Mark	Reg. #	Registered	Serial #	Filed	Country
DIP-IT (003)	4,142,435	5/15/2012	85428063	9/21/2011	United States
ESSENTIAL GROOMING GEAR (003)	3,757,865	3/9/2010	76/677,264	5/22/2007	United States
FLAG & SAIL (003)	3,546,716	12/16/2008	77/464,217	5/2/2008	United States
FORM + FUNCTION (design)(003, 005)	5,753,273	5/14/2019	88022881	7/2/2018	United States
ICE MINT (005)	2,763,159	9/16/2003	76/077,641	6/22/2000	United States
ICEBERG BLUE (005)	2,401,345	11/7/2000	75/590,098	11/17/1998	United States

MISCELLANEOUS DESIGN (Bottle & Cap) (003)	1,997,803	9/3/1996	74/470,183	12/14/1993	United States
NUTRILOCK (003)	4,477,907	2/4/2014	85/970,227	6/26/2013	United States
OMNIPOD (021)	4,999,696	7/12/2016	86/629,749	5/14/2015	United States
PURETEST (003)	2,515,061	12/4/2001	76/193,479	1/11/2001	United States
PURETEST (005)	2,295,835	11/30/1999	75/559,608	9/25/1998	United States
PURETEST (Stylized) (003)	2,506,782	11/13/2001	76/193,478	1/11/2001	United States
SALON EFFECTS (003)	4,681,241	2/3/2015	86/302/935	6/6/2014	United States
SIMPLY U (003)	5,342,016	11/21/2017	87,162,167	9/6/2016	United States
SIMPLY U (003)(Style & design)	5,342,024	11/21/2017	87,163,130	9/7/2016	United States
SIMPLY U (005)	5,371,802	1/2/2018	87,461,088	5/23/2017	United States
SIMPLY U (005)(Style & design)	5,371,803	1/2/2018	87,461,120	5/23/2017	United States
SOLAR PLEX (003, 005)	6,309,593	3/30/2021	88,342,413	3/15/2019	United States
SPRING MINT (003)	2,006,918	10/8/1996	74/599,272	11/15/1994	United States
SWAN & Design (word to right of design) (003)	2,355,539	6/6/2000	75/175,615	10/2/1996	United States
SWAN & Design (word to right of design) (005)	2,417,799	1/2/2001	75/175,744	10/2/1996	United States
SWAN (003)	2,299,149	12/14/1999	75/175,614	10/2/1996	United States
SWAN (005)	1,522,360	1/31/1989	73/734,181	6/14/1988	United States
SWAN (005)	2,140,304	3/3/1998	75/175,747	10/2/1996	United States

Pending Applications to Register Trademarks¹

The following U.S. Pending Trademark Applications are currently owned by UpLift Brands, LLC

Mark	Application / Serial #	Filed	Country
GERM-X (03, 05)	90/636,807	4/10/2021	United States
Germ-X since 1997 (design) (03, 05)	90/641,607	4/13/2021	United States
Germ-X since 1997	90/641,703	4/13/2021	United States

¹ The grant of security interest in any of the following applications filed on an intent-to-use basis is subject to the limitations set forth in the Short-Form Trademarks Security Agreement.

(design) (03, 05)			
Germ-X since 1997 (design) (03, 05)	90/641,900	4/13/2021	United States
Germ-X since 1997 (design) (03, 05)	90/641,820	4/13/2021	United States
MOUNTAIN FALLS (logo)	97/816,047	2/28/2023	United States
TRUSTED CHOICE. HEALTHY LIVING (03,05)	90/636,812	4/10/2021	United States

The following U.S. Pending Trademark Applications are currently owned by Consumer Product Partners, LLC

Mark	Application / Serial #	Filed	Country
SURF LIFE (03, 05)	90/636,818	4/10/2021	United States
WILD TROPICS (003, 005)	90/873,179	8/9/2021	United States