

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM866950

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ReadyWise, Inc.		12/27/2021	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	Cerberus Business Finance Agency, LLC		
Street Address:	875 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	90730296	ADVENTURE MEALS	
Serial Number:	88446728	READYWISE	
Serial Number:	86284867	BE WISE. BE READY.	
Serial Number:	86489158	SIMPLE KITCHEN	
Serial Number:	86489052	SIMPLE KITCHEN MEALS	
Serial Number:	86284893	WISE COMPANY QUALITY PREPARED FOODS W TR	
Serial Number:	86284842	WISE COMPANY	
Serial Number:	85346631	· TRADE W MARK · WISE COMPANY QUALITY PR	
Serial Number:	88804550		
CORRESPONDENCE DATA			
Fax Number:	3104079090		
<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>			
Phone:	310-407-4010		
Email:	nmaoz@ktbslaw.com		
Correspondent Name:	KTBS Law LLP, Nir Maoz		
Address Line 1:	1801 Century Park East		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
NAME OF SUBMITTER:	Nir Maoz		

OP \$240.00 90730296

SIGNATURE:	/s/ Nir Maoz
DATE SIGNED:	01/09/2024
Total Attachments: 4 source=Readywise - Trademark Security Agreement [Execution Version]#page1.tif source=Readywise - Trademark Security Agreement [Execution Version]#page2.tif source=Readywise - Trademark Security Agreement [Execution Version]#page3.tif source=Readywise - Trademark Security Agreement [Execution Version]#page4.tif	

GRANT OF SECURITY - TRADEMARKS

December 27, 2021

WHEREAS, ReadyWise, Inc. (the "Grantor") has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Grantor has entered into a Pledge and Security Agreement, dated December 27, 2021 (as amended, restated, supplemented, modified or otherwise changed from time to time, the "Security Agreement"), in favor of Cerberus Business Finance Agency, LLC, as the Collateral Agent for itself and certain lenders (in such capacity, together with its successors and assigns, if any, the "Agent"); and

WHEREAS, pursuant to the Security Agreement, the Grantor has granted to the Agent for the benefit of the Secured Parties (as defined in the Security Agreement) a continuing security interest in all right, title and interest of the Grantor in, to and under the Trademarks, together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor does hereby grant to the Agent for the benefit of the Agent and the Secured Parties a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Agent with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

IN WITNESS WHEREOF, the Grantor has caused this grant to be duly executed by its officer thereunto duly authorized as of the date first written above.

READYWISE, INC.

By:






Name: Morten Steen-Jørgensen

Title: President and Chief Executive Officer

[Trademark Security Agreement]

SCHEDULE A TO GRANT OF SECURITY

Registered Trademarks and Service Marks (and Related Applications)

Serial No.	Registration No.	Registered Mark	Registration Date	Filing Date	Owner Name	Mark
90730296	N/A	Adventure Meals	N/A	May 24, 2021	ReadyWise, Inc. (Applicant)	
88446728	US 6269207; International Registration No. 1565236	ReadyWise	Feb. 16, 2021	May 25, 2019	ReadyWise, Inc.	
86284867	US 4691261	Be Wise. Be Ready	Feb. 24, 2015	May 19, 2014	ReadyWise, Inc.	
86489158	US 4933655	Simple Kitchen	April 5, 2016	Dec. 23, 2014	ReadyWise, Inc.	
86489052	US 4933651	Simple Kitchen Meals	April 5, 2016	Dec. 23, 2014	ReadyWise, Inc.	
86284893	US 4687567	Wise Company ny Quality Prepared Foods W Trademark and Design	Feb. 17, 2015	May 19, 2014	ReadyWise, Inc.	
86284842	US 4691260	Wise Company	Feb 24, 2015	May 19, 2014	ReadyWise, Inc.	
85346631	US 4141506	Trade W Mark Wise Company Quality Prepared Meals and Design	May 15, 2012	June 15, 2011	ReadyWise, Inc.	
88804550	US 6275440	ReadyWise Squirrel Logo	Feb. 23, 2021	Feb. 20, 2020	ReadyWise, Inc.	

Registered Domain Names

Domain Names

BEWISEBEREADY.COM	TRYWISENOW.COM
buywise.com	wise72hourkit.com
cottonwoodmanufacturing.com	wisecompany.us
cottonwoodmfg.com	WISECOMPANYUS.COM
ready-wise.com	wisefoodkit.com
readywise.co.uk	WISERADIOOFFER.COM
readywise.com	wisesurvivalguide.com
readywise.com.es	1YEARFOODSUPPLY.COM
readywise.de	DOOMSDAYFOODSTORAGE.COM
readywise.dk	DOOMSDAYPREPERS.COM
readywise.fr	DOOMSDAYPREPPERSFOODSTORAGE.COM
readywise.it	EMERGENCYFREEZEDRIEDFOOD.COM
readywise.net	FOODSTORAGESAMPLES.COM
readywise.se	FOODSTORAGESAMPLES.NET
readywise.us	FREEZEDRIEDFOODS.COM
readywisebackpack.com	GLENNBECKFOODSTORAGE.COM
readywisebackpacks.com	JHRFOODSTORAGE.COM
readywisebag.com	MOUNTAINFOODSTORAGE.COM
readywisecamping.com	MOUNTAINHOUSEFOODSTORAGE.COM
readywisefoods.com	MRESFORSALE.COM
readywisegear.com	MYFOODSTORAGE.COM
readywisehiking.com	MYFOODSTORAGE.NET
readywiseoutdoor.com	MYFOODSTORAGE.ORG
readywiseoutdoors.com	SURVIVALFOODSUPPLY.COM
readywisepacks.com	WISEFOODSUPPLY.COM
readywisepet.com	wisefoodsstorage.com
readywisesnacks.com	wisetvoffer.com
readywiseus.com	
SIMPLEKITCHENFOODS.COM	
SIMPLEKITCHENMEALS.COM	