

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TMI85747

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BRAND THREESIXTY LP		03/08/2024	Limited Partnership: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	THE HUNTINGTON NATIONAL BANK		
<b>Street Address:</b>	41 South High Street		
<b>City:</b>	Columbus		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	43215		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5467902	PINS MECHANICAL COMPANY	
<b>Registration Number:</b>	5467920	PINS MECHANICAL COMPANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2025339099		
<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>	2024678800		
<b>Email:</b>	jspiantanida@vorys.com		
<b>Correspondent Name:</b>	Vorys, Sater, Seymour and Pease LLP		
<b>Address Line 1:</b>	P.O. Box 2255 -- IPLAW@VORYS		
<b>Address Line 4:</b>	Columbus, OHIO 43216-2255		
<b>ATTORNEY DOCKET NUMBER:</b>	007589-74		
<b>NAME OF SUBMITTER:</b>	JULIE PIANTANIDA		
<b>SIGNATURE:</b>	JULIE PIANTANIDA		
<b>DATE SIGNED:</b>	03/12/2024		
<b>Total Attachments: 5</b>			
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ACKNOWLEDGEMENT OF SECURITY INTEREST  
IN TRADEMARKS

THIS ACKNOWLEDGEMENT OF SECURITY INTEREST IN TRADEMARKS (this "Agreement"), dated as of March 8, 2024, is made by BRAND THREESIXTY LP, an Ohio limited partnership (the "Grantor"), in favor of THE HUNTINGTON NATIONAL BANK (the "Lender").

WITNESSETH:

WHEREAS, Grantor entered into that certain Security Agreement, dated as of March 8, 2024 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"), among the Grantor, certain affiliates of the Grantor and the Lender; and

WHEREAS, pursuant to the Security Agreement, the Grantor granted to the Lender a security interest in the Grantor's Intellectual Property (as defined in the Security Agreement), including, without limitation, Trademarks and Licenses (each as defined in the Security Agreement); and

WHEREAS, the Grantor has duly authorized the execution, delivery and performance of this Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the parties hereto agree as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, capitalized terms used in this Agreement, including its preamble and recitals, have the meanings provided or provided by reference in the Security Agreement.

SECTION 2. Grant of Security Interest. The Grantor hereby confirms that pursuant to the Security Agreement, the Grantor granted to the Lender a security interest in all of the Trademarks and Licenses of the Grantor (including, without limitation, those items listed on Schedule A hereto), any and all goodwill associated therewith, and all proceeds and products of any and all of the Trademarks of the Grantor, to secure the payment and performance of the Secured Obligations.

SECTION 3. Purpose. This Agreement has been executed and delivered by the Grantor for the purpose of recording the security interest granted pursuant to the Security Agreement with the United States Patent and Trademark Office. This Agreement is expressly subject to the terms and conditions of the Security Agreement. The Security Agreement (and all rights and remedies of the Lender thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Acknowledgement. The Grantor hereby further acknowledges and affirms that the rights and remedies of the Lender with respect to the security interest in the Trademarks are fully set forth in the Credit Agreement and the Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein.

SECTION 5. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original. Delivery of an executed counterpart of a signature page of this Agreement by facsimile or in electronic (e.g. "pdf" or "tif") format shall be effective as delivery of a manually executed counterpart of this Agreement.

[Signature pages follow.]


IN WITNESS WHEREOF, the parties have caused this Agreement to be executed and delivered as of the day and year first written above.

GRANTOR:

**BRAND THREESIXTY LP**

By: Rise Collective, LLC,  
an Ohio limited liability company  
Its: General Partner

By: Rise Brands Inc.  
Its: Manager

By:   
Name: Troy Allen  
Title: President

*[Signature Page to IP Security Agreement – Brand ThreeSixty]*

LENDER:


**THE HUNTINGTON NATIONAL BANK**

By:  \_\_\_\_\_  
Name: Josh Cochran  
Title: Senior Vice President

SCHEDULE A

U.S. Trademarks

Registered Trademarks:

Grantor	Trademark	Reg. No.	Reg. Date
Brand ThreeSixty LP	PINS MECHANICAL COMPANY	5467902	05/15/2018
Brand ThreeSixty LP		5467920	05/15/2018