

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Whole Earth Sweetener Company LLC		01/15/2013	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Bank of America, N.A., as Administrative Agent
Street Address:	1455 Market St., 5th Floor
Internal Address:	Mail Code: CA5-701-05-19
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94103
Entity Type:	national banking association: UNITED STATES

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Registration Number:	3797328	NOTHING TO HIDE
Registration Number:	3636630	WHOLE EARTH SWEETENER COMPANY
Registration Number:	3974897	PURE VIA
Registration Number:	3974896	PURE VIA
Serial Number:	85718616	
Serial Number:	85718598	WHOLE EARTH SWEETENER CO.
Serial Number:	85710792	PURE VIA STEVIA WHOLE EARTH SWEETENER CO.
Serial Number:	85710789	PURE VIA STEVIA
Serial Number:	85644937	NATURE MAKES IT SWEET
Serial Number:	85560333	THE WILD SIDE OF SWEET
Serial Number:	77857394	CRAFTED FOR COFFEE
Serial Number:	77553570	THE NEXT GENERATION OF SWEET

OP \$315.00 3797328

**CORRESPONDENCE DATA**

Fax Number: 9192868199

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 9192868118

Email: pto\_tmconfirmation@mvalaw.com

Correspondent Name: Moore & Van Allen PLLC

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Address Line 2: Suite 500

Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER:	327000-027190 JES
NAME OF SUBMITTER:	John E. Slaughter
Signature:	/John E. Slaughter/
Date:	01/15/2013
Total Attachments: 4 source=NGSI-T Whole Earth to BOA#page1.tif source=NGSI-T Whole Earth to BOA#page2.tif source=NGSI-T Whole Earth to BOA#page3.tif source=NGSI-T Whole Earth to BOA#page4.tif	

NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of January 15, 2013 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Bank of America, N.A., as Administrative Agent (the "Administrative Agent") for the holders of the Secured Obligations referenced therein, the undersigned Obligor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown below to the Administrative Agent for the ratable benefit of the holders of the Secured Obligations:

TRADEMARKS

<u>Trademark No.</u>	<u>Description of Trademark Item</u>	<u>Date of Trademark</u>
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See Schedule 1 attached hereto

TRADEMARK APPLICATIONS

<u>Trademark Applications No.</u>	<u>Description of Trademark Applied for</u>	<u>Date of Trademark Applications</u>
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See Schedule 1 attached hereto

The undersigned Obligor and the Administrative Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

WHOLE EARTH SWEETENER COMPANY LLC,  
a Delaware limited liability company  
By: MERISANT COMPANY, its Sole Member

By: *Ross M. Campbell*  
Name: *Ross M. Campbell*  
Title: *Chief Financial Officer*

WHOLE EARTH SWEETENER COMPANY LLC  
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

TRADEMARK  
REEL: 004943 FRAME: 0332

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Administrative Agent

By: Anthea Del Bianco  
Name: Anthea Del Bianco  
Title: Vice President

WHOLE EARTH SWEETENER COMPANY LLC  
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

**TRADEMARK**  
**REEL: 004943 FRAME: 0333**

Schedule 1

Whole Earth Sweetener Company LLC  
(Delaware Limited Liability Company)

U.S. Trademarks

Registered Marks

Mark	Reg. No.	Reg. Date
NOTHING TO HIDE	3797328	06/01/10
WHOLE EARTH SWEETENER COMPANY	3636630	06/09/09
PURE VIA and Design	3974897	06/07/11
PURE VIA	3974896	06/07/11

Pending Applications

Mark	Appl. No.	Filing Date
Design only	85718616	08/31/12
WHOLE EARTH SWEETENER CO. and Design	85718598	08/31/12
PURE VIA STEVIA WHOLE EARTH SWEETENER CO. and Design	85710792	08/23/12
PURE VIA STEVIA and Design	85710789	08/23/12
NATURE MAKES IT SWEET	85644937	06/06/12
THE WILD SIDE OF SWEET	85560333	03/05/12
CRAFTED FOR COFFEE	77857394	10/26/09
THE NEXT GENERATION OF SWEET	77553570	08/22/08