

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM317628

<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>
Seventh Generation Ventures, Inc.		09/19/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TD Bank, N.A.		
<b>Street Address:</b>	111 Main Street		
<b>City:</b>	Burlington		
<b>State/Country:</b>	VERMONT		
<b>Postal Code:</b>	05401		
<b>Entity Type:</b>	Bank: UNITED STATES		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77856518	BOBBLE MAKE WATER BETTER	
<b>Serial Number:</b>	85126178	BOBBLE	
<b>Serial Number:</b>	85459703	BOBBLE	
<b>Serial Number:</b>	85688957	BOBBLE	
<b>Serial Number:</b>	85126254	BOBBLE	
<b>Serial Number:</b>	77938535	PUREWATER 2GO	
<b>Serial Number:</b>	85741218	BOBBLE SPORT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8028628176		
<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>	802-862-0500		
<b>Email:</b>	dlehmann@vtlaw1.com		
<b>Correspondent Name:</b>	Thomas Melloni		
<b>Address Line 1:</b>	30 Main Street Suite 210		
<b>Address Line 4:</b>	Burlington, VERMONT 05401		
<b>NAME OF SUBMITTER:</b>	Thomas Melloni		
<b>SIGNATURE:</b>	/Thomas Melloni/		
<b>DATE SIGNED:</b>	09/22/2014		

OP \$190.00 77856518

**Total Attachments: 7**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this "Agreement") dated as of September 19, 2014, is entered into by and between **SEVENTH GENERATION VENTURES, INC.**, a Delaware corporation with its chief executive office and principal place of business at 60 Lake Street, Burlington, Vermont 05401 (the "Pledgor") and **TD BANK, N.A.**, a national banking association with a business address of 111 Main Street, Burlington, Vermont 05401 (the "Lender").

**WHEREAS**, the Lender has agreed to provide (i) a revolving credit facility in the maximum principal amount of up to Fifteen Million Dollars (\$15,000,000), and (ii) an Acquisition Line of Credit in the maximum principal amount of up to Fifteen Million Dollars (\$15,000,000), (collectively "the Loans") to Seventh Generation, Inc. ("the Borrower"), all on the terms and conditions set forth in that certain Loan and Security Agreement, dated on or about the date hereof, by and between the Borrower and the Lender (as amended, restated or otherwise modified from time to time, the "Loan Agreement");

**WHEREAS**, the Pledgor has entered into a Security Agreement with Lender, dated on or about the date hereof (as amended, restated or otherwise modified from time to time, the "Security Agreement");

**WHEREAS**, to induce the Lender to extend the Loans, the Pledgor has agreed to grant to the Lender a security interest in all of the Pledgor's right, title and interest in, to and under the IP Collateral (as defined herein), as security for all obligations of the Pledgor to the Lender or any affiliate of the Lender of every kind and description, whether direct or indirect, absolute or contingent, primary or secondary, joint or several, due or to become due, or now existing or hereafter arising or acquired and whether by way of loan, discount, letter of credit, lease, guaranty, or otherwise, including, without limitation, all Obligations under and as defined in the Security Agreement (all of the foregoing, collectively, the "Obligations"); and

**WHEREAS**, the Lender is not willing to extend credit under the Loan Agreement or Security Agreement or to provide any credit or accommodations to the Borrower unless the Obligations are secured by a pledge of and perfected security interest in all intellectual property of the Pledgor.

**NOW, THEREFORE**, in consideration of the foregoing mutual promises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

### ARTICLE I DEFINED TERMS

The definitions of terms herein shall apply equally to the singular and plural forms of the terms defined. Whenever the context may require, any pronoun shall include the corresponding masculine, feminine and neuter forms. The words "include", "includes" and "including" shall be deemed to be followed by the phrase "without limitation". The word "will" shall be construed to have the same meaning and effect as the word "shall". Unless the context requires otherwise (a) any definition of or reference to any agreement, instrument or other document herein shall be construed as referring to such agreement, instrument or other document as from time to time amended, supplemented or otherwise modified (subject to any restrictions on such amendments,

supplements or modifications set forth herein), (b) any reference herein to any Person shall be construed to include such Person's successors and assigns, (c) the words "herein", "hereof" and "hereunder", and words of similar import, shall be construed to refer to this Agreement in its entirety and not to any particular provision hereof and (d) all references herein to Annexes, Articles and Sections shall be construed to refer to Annexes to, and Articles and Sections of, this Agreement.

The terms "Account," "Chattel Paper," "Deposit Account," "Document," "Electronic Chattel Paper," "Equipment," "Fixture," "General Intangible," "Goods," "Instrument," "Inventory," "Investment Property," "Letter-of-Credit Right," "Payment Intangible," "Proceeds," "Software," "Supporting Obligation" and "Software" have the respective meanings assigned to such terms in Article 9 of the UCC.

The terms "Certificated Securities," "Financial Assets," "Security Entitlement" and "Uncertificated Securities" shall have the meanings assigned to such terms in Article 8 of the UCC.

All capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement.

## **ARTICLE II GRANT OF SECURITY INTEREST IN IP COLLATERAL**

To secure the complete and timely payment of the Obligations, the Pledgor hereby pledges and grants to the Lender a continuing first priority security interest in all of the Pledgor's right, title and interest in, to and under, whether now existing or hereafter created or acquired, all of the following (collectively, the "IP Collateral"):

(a) all of its patents in which it possesses an ownership interest ("Patents") and patent licenses ("Patent Licenses") to which it is a party, including those referred to on Schedule 1 hereto;

(b) all of its trademarks in which it possesses an ownership interest ("Trademarks") and trademark licenses ("Trademark Licenses") to which it is a party, including those referred to on Schedule 1 hereto;

(c) all of its copyrights in which it possesses an ownership interest ("Copyrights") and copyright licenses ("Copyright Licenses") to which it is a party, including those referred to on Schedule 1 hereto;

(d) all reissues, continuations or extensions of the foregoing; and

(e) all goodwill of the business connected with the use of, and symbolized by, each Trademark; and all products and proceeds of the foregoing, including, without limitation, any claim by the Pledgor against third parties for past, present or future (i) infringement of any Patent or Patent licensed under any Patent License, (ii) infringement or dilution of any Trademark or Trademark licensed under any Trademark License, (iii) injury to the goodwill associated with any Trademark or any Trademark licensed under any Trademark License, and (iv) infringement of any Copyright or Copyright licensed under any Copyright License.

### ARTICLE III REPRESENTATIONS AND WARRANTIES

The Pledgor represents and warrants that it has used commercially reasonable efforts to list all Patents, applications for Patents, registered Trademarks, applications for registered Trademarks, registered Copyrights, and applications for registered Copyrights in Schedule 1 hereto, this Agreement is effective to create a valid and continuing lien on and, upon the filing hereof with the United States Patent and Trademark Office and the United States Copyright Office and the filing of appropriate financing statements, perfected security interests in favor of the Lender in all of the Pledgor's Patents, applications for Patents, registered Trademarks, applications for registered Trademarks, registered Copyrights, and applications for registered Copyrights and such perfected security interests are enforceable as such as against any and all creditors of, and purchasers from, the Pledgor. Upon filing of this Agreement with the United States Patent and Trademark Office and the United States Copyright Office and the filing of appropriate financing statements listed as set forth in the Security Agreement, all action necessary or desirable to protect and perfect the Lender's lien on all of the Pledgor's Patents, applications for Patents, registered Trademarks, applications for registered Trademarks, registered Copyrights and applications for registered Copyrights shall have been duly taken.

### ARTICLE IV COVENANTS

The Pledgor covenants and agrees with the Lender that from and after the date of this Agreement and until the obligations of the Pledgor under the Security Agreement have terminated and all Obligations have been paid in full:

- 4.1 The Pledgor shall notify the Lender immediately if it knows or has reason to know that any application or registration relating to any Patent, Trademark or Copyright (now or hereafter existing) may become abandoned or dedicated, or of any adverse determination or development (including the institution of, or any such determination or development in, any proceeding in the United States Patent and Trademark Office, the United States Copyright Office or any court) regarding the Pledgor's ownership of any Patent, Trademark or Copyright, its right to register the same, or to keep and maintain the same. Notwithstanding the foregoing, nothing in this Agreement shall obligate the Pledgor to notify the Lender in the event of an objection, refusal, rejection or any other adverse determination or development (collectively, a "Development") in a pending application for any Patent, Trademark or Copyright where such Development does not result in the final and non-appealable loss of rights in such pending application;
- 4.2 In no event shall the Pledgor, either directly or through any agent, employee, licensee or designee, file an application for any Patent or the registration of any Trademark or Copyright with the United States Patent and Trademark Office, the United States Copyright Office or any similar office or agency without giving the Lender prior written notice thereof, and, upon request of the Lender, the Pledgor shall execute and deliver a supplement hereto (in form and substance satisfactory to the Lender) to evidence the Lender's lien on such Patent, Trademark or Copyright, and the General Intangibles of the Pledgor relating thereto or represented thereby;

- 4.3 The Pledgor shall take all actions necessary or reasonably requested by the Lender to (i) maintain and pursue each application, to obtain the relevant registration and to maintain the registration of each of the Trademarks (now or hereafter existing), including the filing of applications for renewal, affidavits of use, affidavits of noncontestability and opposition and interference and cancellation proceedings and (ii) prosecute to allowance applications for Patents and maintain the Patents (now or hereafter existing). Notwithstanding anything to the contrary in this Agreement, the Pledgor shall be under no obligation to continue the prosecution of any application for a Patent or any application to register a Trademark when it has a commercially reasonable belief that it will be unsuccessful in its efforts to obtain a registration for such Trademark or obtain commercially meaningful claims for such Patent; and
- 4.4 In the event that any of the IP Collateral is infringed upon, or misappropriated or diluted by a third party, the Pledgor shall notify the Lender promptly after the Pledgor learns thereof. The Pledgor shall, unless it shall reasonably determine that such infringement of the IP Collateral is not material to the conduct of its business or operations, (i) promptly sue for infringement, misappropriation or dilution and to recover any and all damages for such infringement, misappropriation or dilution, and (i) take such other actions as the Lender shall deem appropriate under the circumstances to protect such IP Collateral.

#### **ARTICLE V SECURITY AGREEMENT**

The security interests granted hereunder are granted in conjunction with the security interests granted to the Lender pursuant to the Security Agreement. The Pledgor hereby acknowledges and affirms that the rights and remedies of the Lender with respect to the security interest in the IP Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

#### **ARTICLE VI REINSTATEMENT**

This Agreement shall remain in full force and effect and continue to be effective should any petition be filed by or against the Pledgor for liquidation or reorganization, should the Pledgor become insolvent or make an assignment for the benefit of any creditor or creditors or should a receiver or trustee be appointed for all or any significant part of the Pledgor's assets, and shall continue to be effective or be reinstated, as the case may be, if at any time payment and performance of the Obligations, or any part thereof, is, pursuant to applicable law, rescinded or reduced in amount, or must otherwise be restored or returned by any obligee of the Obligations, whether as a "voidable preference," "fraudulent conveyance," or otherwise, all as though such payment or performance had not been made. In the event that any payment, or any part thereof, is rescinded, reduced, restored or returned, the Obligations shall be reinstated and deemed reduced only by such amount paid and not so rescinded, reduced, restored or returned.

**ARTICLE VII  
NOTICES**

Whenever it is provided herein that any notice, demand, request, consent, approval, declaration or other communication shall or may be given to or served upon any of the parties by any other party, or whenever any of the parties desires to give and serve upon any other party any communication with respect to this Agreement, each such notice, demand, request, consent, approval, declaration or other communication shall be in writing and shall be given in the manner, and deemed received, as provided for in the Security Agreement.

**ARTICLE VIII  
TERMINATION OF THIS AGREEMENT**

Subject to Article VI hereof, this Agreement shall terminate upon the expiration of the Pledgor's obligations under the Security Agreement and the payment in full of all Obligations.


**ARTICLE IX  
GOVERNING LAW**

This agreement shall be governed by and construed in accordance with the laws of the State of Vermont without regard to its conflict of law provisions; provided, however, that if any of the IP Collateral shall be located in any jurisdiction other than Vermont, the laws of such jurisdiction shall govern the method, manner and procedure for foreclosure of the Lender's lien upon such collateral and the enforcement of the Lender's other remedies in respect of such collateral to the extent that the laws of such jurisdiction are different from or inconsistent with the laws of Vermont. As part of the consideration for new value received, and regardless of any present or future domicile or principal place of business of the Pledgor or the Lender, the Pledgor hereby consents and agrees that the superior court of the State of Vermont sitting in Chittenden County, or, at the Lender's option, the United States District Court of the District of Vermont, shall have exclusive jurisdiction to hear and determine any claims or disputes between the Pledgor and the Lender pertaining to this agreement or to any matter arising out of or related to this agreement. The Pledgor expressly submits and consents in advance to such jurisdiction in any action or suit commenced in any such court, and the Pledgor hereby waives any objection which the Pledgor may have based upon lack of personal jurisdiction, improper venue or *forum non conveniens* and hereby consents to the granting of such legal or equitable relief as is deemed appropriate by such court. The Pledgor hereby waives personal service of the summons, complaint and other process issued in any such action or suit and agree that service of such summons, complaint and other process may be made by registered or certified mail addressed to the Pledgor at the addresses first set forth above and that service so made shall be deemed completed upon the earlier of the Pledgor's actual receipt thereof or three (3) days after deposit in the U.S. mails, proper postage prepaid. Nothing in this agreement shall be deemed or operate to affect the right of the Lender to serve legal process in any other manner permitted by law, or to preclude the enforcement by the Lender of any judgment or order obtained in such forum or the taking of any action under this agreement to enforce same in any other appropriate forum or jurisdiction.

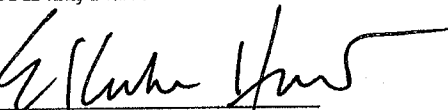
*[Signature Page Follows]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and delivered by its duly authorized agent as of the date first set forth above.

**Borrower:**  
SEVENTH GENERATION VENTURES, INC.

By:   
Name: Maura Usifer  
Title: C.F.O.

**Lender:**  
TD BANK, N.A.

By:   
Name: E. Kirke Hart  
Title: Senior Vice President



**Schedule 1**

**LIST OF REGISTERED TRADEMARKS (USPTO)**

Number	Serial Number	Reg. Number	Word Mark
1	77856518	3851514	bobble make water better
2	85126178	3992585	BOBBLE
3	85459703	4164473	BOBBLE
4	85688957	4308713	BOBBLE
5	85126254	4068331	bobble
6	77938535	4143146	PUREWATER 2GO
7	85741218	4456289	BOBBLE SPORT

**LIST OF PATENTS**

Number	Patent Number	App. Number	Title
1	NONE	12854721	Beverage bottle filter system
2	NONE	13578611	SQUEEZABLE BEVERAGE BOTTLE AND FILTER SYSTEM
3	D621660	29354750	WATER BOTTLE
4	D620758	29358390	WATER BOTTLE
5	D631285	29362494	BOTTLE TOP WITH FILTER
6	D631286	29362495	BOTTLE TOP WITH FILTER
7	D657180	29386764	WATER PITCHER AND FILTER
8	D657210	29392265	LUNCHBOX
9	D649827	29393503	PITCHER
10	D675708	29393504	WATER TREATMENT DEVICE
11	D657844	29393505	WATER TREATMENT HOUSING
12	D682017	29403184	BOTTLE CAP
13	D686453	29415601	BEVERAGE CONTAINER