

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM325960

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jay Strongwater LLC		08/21/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	JPMorgan Chase Bank, N.A.		
Street Address:	One Chase Square, Tower-25		
Internal Address:	Mail Code: NY3-T251		
City:	Rochester		
State/Country:	NEW YORK		
Postal Code:	14643		
Entity Type:	National Association: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3400531	JAY STRONGWATER	
Registration Number:	2393667	JAY STRONGWATER	
Registration Number:	1669374	JAY STRONGWATER	
CORRESPONDENCE DATA			
Fax Number:	4045818330		
<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:	404-581-8275		
Email:	srbrown@jonesday.com		
Correspondent Name:	Sidney R. Brown, Jones Day		
Address Line 1:	1420 Peachtree Street, NE		
Address Line 2:	Suite 800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	080461-070026		
NAME OF SUBMITTER:	Sidney R. Brown		
SIGNATURE:	/Sidney R. Brown/		
DATE SIGNED:	12/12/2014		
Total Attachments: 5			

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Notice of Grant of Security Interest in U.S. Trademarks

To: United States Patent and Trademark Office

Ladies and Gentlemen:


Please be advised that pursuant to that certain Pledge and Security Agreement dated as of August 21, 2014 (as the same may be amended, modified, extended or restated from time to time, the "Security Agreement") by and among AURORA HOLDINGS LLC and its subsidiaries, as "Grantors", and JPMORGAN CHASE BANK, NA. (the "Lender"), the undersigned has granted a continuing security interest in and to, and lien upon, all right, title, and interest in the trademarks set forth on Exhibit A to the Lender:

The undersigned and the Lender hereby acknowledge and agree that the security interest in the foregoing trademarks may only be terminated in accordance with the terms of the Security Agreement.

[SIGNATURES ON FOLLOWING PAGES]

Very truly yours,

JAY STRONGWATER LLC

By: 
Name: Howard Cohen
Title: Chief Financial Officer

[AURORA -NOTICE OF GRANT OF TRADEMARK SECURITY INTEREST]

TRADEMARK
REEL: 005418 FRAME: 0382

Acknowledged and Accepted:

JPMORGAN CHASE BANK, N.A.

By: Marie C. Duhamel

Name: Marie C. Duhamel

Title: Authorized Officer

EXHIBIT A

U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS

(see attached)

EXHIBIT A

Active Trademark Registrations and Pending Applications
 2. Jay Strongwater LLC

Mark	Country/ Jurisdiction	Owner of Record	Serial No. and Filing Date	Reg. No. and Reg. Date
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JAY STRONGWATER	United States	Jay Strongwater LLC	76/679,504 07/12/2007	3,400,531 03/25/2008
JAY STRONGWATER	United States	Jay Strongwater LLC	75/863,728 03/12/1999	2,393,667 10/10/2000
JAY STRONGWATER	United States	Jay Strongwater LLC	74/131,365 01/18/1991	1,669,374 12/24/1991

June 24, 2014

Prepared by E. J. Walsh - Trademark Attorney LLC

TRADEMARK

RECORDED: 12/12/2014

REEL: 005418 FRAME: 0385