

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM340018

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tiff's Treats Holdings, Inc.		04/30/2015	CORPORATION: TEXAS
Tiff's Treats GP, LLC		04/30/2015	LIMITED LIABILITY COMPANY: TEXAS
Tiff's Treats RBD, Inc.		04/30/2015	CORPORATION: TEXAS
Tiff's Treats, Ltd.		04/30/2015	LIMITED PARTNERSHIP: TEXAS
Tiff's Treats Dallas, Ltd.		04/30/2015	LIMITED PARTNERSHIP: TEXAS
Tiff's Treats San Antonio, Ltd.		04/30/2015	LIMITED PARTNERSHIP: TEXAS
RECEIVING PARTY DATA			
Name:	American Bank, N.A.		
Street Address:	3520 Bee Cave Road, Suite 200		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78746		
Entity Type:	U.S. Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4052769	TIFFWICH	
Registration Number:	4452227	TIFFBLITZ	
Registration Number:	4443558	TIFF'S TREATS TIFFBLITZ ICE CREAM TREAT	
Registration Number:	4566655	TIFF'S TREATS COOKIE DELIVERY COOKIEDELI	
Serial Number:	86369775		
Registration Number:	3083436	TIFF'S TREATS	
Registration Number:	3847417	TIFF'S TREATS	
Registration Number:	4014442	TIFF'S TREATS COOKIE DELIVERY	
Serial Number:	86542942	COOKIE CASH	
Serial Number:	86542936	COOKIE CASH CERTIFICATE	
CORRESPONDENCE DATA			
TRADEMARK			

Fax Number: 5124805811

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.

Phone: 512-480-5772

Email: khays@gdhm.com

Correspondent Name: Kay Hays

Address Line 1: 401 Congress Avenue, Suite 2200

Address Line 4: Austin, TEXAS 78701

ATTORNEY DOCKET NUMBER:	A18661.97
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NAME OF SUBMITTER:	Kay Hays
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SIGNATURE:	/s/ Kay Hays
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DATE SIGNED:	05/01/2015
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Total Attachments: 7

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PATENT AND TRADEMARK SECURITY AGREEMENT

Pursuant to a First Amended and Restated Security Agreement made as of April 30 2015 (the Security Agreement"), made by **Tiff's Treats Holdings, Inc.**, a Texas corporation (the "Borrower"), **Tiff's Treats GP, LLC**, a Texas limited liability company, **Tiff's Treats RBD, Inc.**, a Texas corporation, **Tiff's Treats, Ltd.**, a Texas limited partnership, **Tiff's Treats Dallas, Ltd.**, a Texas limited partnership, and **Tiff's Treats San Antonio, Ltd.**, a Texas limited partnership (together with the Borrower and each other entity which hereafter executes and delivers a Joinder Agreement, "Debtors") in favor of **American Bank, N.A.** (the "Secured Party"), Borrower hereby collaterally assigns and pledges, and grants to the Secured Party, a security interest in and lien on, and confirms and ratifies the assignment, pledge, grant, and lien on, all of Borrower's right, title and interest in and to the following:

(a) patents, and all applications, reissues, reexaminations, continuations, divisions, continuations-in-part, extensions and renewals thereof, and the inventions disclosed therein, and all improvements, know-how, and developments now or hereafter made (any and all being the "Patents") for the Patents referred to in Schedule I attached hereto including products embodying the Patents, and all proceeds from the sale, use or lease of the Patents and products, and

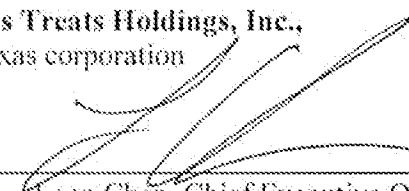
(b) trademarks, trade names, corporate names, business names, fictitious business names, trade styles, trade dress, service marks, logos, source or business identifiers, prints, labels, designs, now existing or hereafter acquired, including all registrations, applications, and renewals thereof, together with that part of the good will of the business symbolized thereby (any and all being the "Trademarks") for the Trademarks referred to in Schedule II attached hereto, including products, advertising, and packaging embodying the Trademarks, and all proceeds from the sale, use, or lease of the Trademarks and products, to secure performance of the terms of the Security Agreement.

Secured Party's security interest in the Patents and Trademarks can be terminated only in accordance with the terms of the Security Agreement.

{Signature Page Follows}

Date: April 30, 2015.

Tiff's Treats Holdings, Inc.,
a Texas corporation

By: 
Leon Chen, Chief Executive Officer

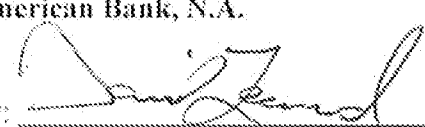
Address for Notices:

8900 Shoal Creek Blvd., Suite 135
Austin, Texas 78757
Attn: Leon Chen

ACCEPTED:

Date: April 30, 2015

American Bank, N.A.

By: 
Dan Leonard
Senior Lending Officer

*{Signature Page to Patent and Trademark
Security Agreement}*

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TRADEMARK
REEL: 005508 FRAME: 0046

SCHEDULE I

Patents

United States Patents

<u>Docket No.</u>	<u>Application No.</u>	<u>Status</u>	<u>Title</u>	<u>Date Filed</u>
TIFF.D0014US	29/439579	Application Filed	BOX BLANKS	12/12/12
TIFF.P0013US	12/541660	Abandoned	FOOD DELIVERY APPARATUS WITH STACKABLE SHELF SYSTEM	8/14/09
TIFF.D0015US	29/520444	Application Filed	Stand	3/13/15

SCHEDULE II

Trademarks

<u>Docket No.</u>	<u>Status</u>	<u>Title</u>	<u>Appl. Date</u>	<u>Appl. No. (Serial No.)</u>	<u>Reg. Date</u>	<u>Reg. No.</u>	<u>Goods and Services</u>
TIFF.T0012US.API	Registered	TIFFWICH	4/8/11	85/289,956	11/8/11	4,052,769	30-ice cream sandwiches
TIFF.T0015US.API	Registered	TIFFBLITZ	8/13/12	85/701,646	12/17/13	4,452,227	30-ice cream desserts
TIFF.T0018US.API	Registered	TIFF'S TREATS TIFFBLITZ ICE CREAM TREAT & Design (b/w ribbon)	4/18/13	85/908,553	12/3/13	4,443,558	30-ice cream desserts
TIFF.T0019US.API	Registered	TIFF'S TREATS COOKIE DELIVERY COOKIEDELIVERY. COM & Design	6/11/13	85/956,702	7/15/14	4,566,655	30-Bakery goods; bakery desserts
TIFF.T0024US.API	In Progress	Design (Blue Ribbon Trade Dress)	8/18/14	86/369,775			43 - Restaurant services, namely, providing of food and beverages for consumption on and off the premises; catering. 30-Bakery goods; bakery desserts; frozen confections; ice cream desserts; Ice cream sandwiches. 35-Retail bakery shops online retail bakery shops. 39 - Restaurant delivery

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TIFF:003	Registered	TIFF'S TREATS	6/19/03	78/264,797	4/18/06	3,083,436	services; delivery of food, namely, bakery goods, bakery desserts, frozen confections, frozen bakery goods, coffee, and tea. 30-Bakery goods; bakery desserts; candy; frozen confections; frozen bakery goods; fresh, frozen and refrigerated dough; coffee; and tea. 43 - Restaurant and carry-out services; catering. 39 - Restaurant delivery services.
TIFF:003-1	Registered	TIFF'S TREATS	12/23/09	77/900,446	9/14/10	3,847,417	35-Consultation in the field of corporate and business gift giving, namely, gift boxes of bakery goods; retail bakery services in the field of cookies and bakery goods, balloons, specialty and gift boxes, and gift certificates; online ordering services in the field of cookies and bakery goods,

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TIFF:005	Registered	TIFF'S TREATS	9/14/06	78/974.774	8/23/11	4.014,442	balloons, specialty and gift boxes, and gift certificates. 45-Preparation of customized gift boxes with bakery goods. 43-Restaurant and carry out services; catering. 39 - Delivery of food, namely, bakery goods, bakery desserts, candy, frozen confections, frozen bakery goods, fresh, frozen and refrigerated dough, coffee, and tea. 30-Bakery goods; bakery desserts; candy; frozen confections; frozen bakery goods; fresh, frozen and refrigerated dough; coffee, and tea.
TIFF.T0028US	In Progress	COOKIE CASH	2/23/15	86/542,942			35 - Administration of a customer loyalty program which provides discounts on bakery goods; issuance and processing of loyalty coupons for on-line purchases of bakery

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TIFF.T0031US	In Progress	COOKIE CASH CERTIFICATE	2/23/15	86/542,936			goods and beverages, featuring a discount incentive program for customers; 35 - Administration of a customer loyalty program which provides discounts on bakery goods; Providing incentive award programs for customers through issuance and processing of loyalty coupons for on-line purchases of company's goods and beverages, featuring a discount incentive program for customers; Arranging and conducting incentive award programs to promote the purchase of bakery goods and beverages; Retail bakery shops; online retail bakery shops.