

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM391519

<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>
STRAUSS BRANDS INCORPORATED		05/26/2016	Corporation: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JPMORGAN CHASE BANK, N.A.		
<b>Street Address:</b>	10 SOUTH DEARBORN STREET		
<b>Internal Address:</b>	22ND FLOOR		
<b>City:</b>	CHICAGO		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60603		
<b>Entity Type:</b>	National Banking Association: ILLINOIS		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2746251	ASPEN VALLEY LAMB	
<b>Registration Number:</b>	4190898	FREE RAISED	
<b>Registration Number:</b>	3406482	FREE RAISED	
<b>Registration Number:</b>	3857244	MEADOW RESERVE	
<b>Registration Number:</b>	4045694	NATURE GIVES. WE ACCEPT.	
<b>Registration Number:</b>	3298766	STRAUSS	
<b>Registration Number:</b>	1672699	STRAUSS VEAL	
<b>Registration Number:</b>	3718239	VEAL'S NEW DIRECTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6129778650		
<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>	6129778400		
<b>Email:</b>	ip@briggs.com		
<b>Correspondent Name:</b>	Briggs and Morgan, P.A.		
<b>Address Line 1:</b>	80 South Eighth Street		
<b>Address Line 2:</b>	2200 IDS Center		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		

CH \$215.00 2746251

<b>ATTORNEY DOCKET NUMBER:</b>	34255.79
<b>NAME OF SUBMITTER:</b>	Audrey J. Babcock
<b>SIGNATURE:</b>	/Audrey J. Babcock/
<b>DATE SIGNED:</b>	07/15/2016

**Total Attachments: 3**

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NOTICE  
OF GRANT OF SECURITY INTEREST IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to a certain Security Agreement dated as of May 26, 2016 (the "Security Agreement") executed by and among STRAUSS BRANDS INCORPORATED, a Wisconsin corporation (the "Grantor"), STRAUSS INVESTMENTS, LLC, a Wisconsin limited liability company, STRAUSS LOGISTICS, LLC, a Wisconsin limited liability company, and JPMORGAN CHASE BANK, N.A. (the "Lender"), the Grantor has granted to the Lender a continuing security interest in and continuing lien upon, among other things, the Trademarks shown below:

REGISTERED TRADEMARKS

Trademark Name	Registration Date	Registration Number
ASPEN VALLEY LAMB	August 5, 2003	2,746,251
FREE RAISED	August 14, 2012	4,190,898
FREE RAISED	April 1, 2008	3,406,482
MEADOW RESERVE	October 5, 2010	3,857,244
NATURE GIVES. WE ACCEPT.	October 25, 2011	4,045,694
STRAUSS	September 25, 2007	3,298,766
STRAUSS VEAL	January 21, 1992	1,672,699
VEAL'S NEW DIRECTION	December 1, 2009	3,718,239

The Grantor and the Lender hereby acknowledge and agree that the security interest in the foregoing Trademarks (a) may only be terminated in accordance with the terms of the Security Agreement and (b) is not to be construed as an assignment of any Trademark.

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signature page follows]


STRAUSS BRANDS INCORPORATED

By:   
Name: Jerald Bussen  
Title: Chief Financial Officer

[Signature Page to Notice of Grant of Security Interest in Trademarks]

Acknowledged and accepted:

JPMORGAN CHASE BANK, N.A.

By:   
Name: Lindsay Griffard  
Title: Authorized Officer

[Signature Page to Notice of Grant of Security Interest in Trademarks]