

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM713450

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
My Obvi LLC		03/07/2022	Limited Liability Company: NEW JERSEY
RECEIVING PARTY DATA			
Name:	assembled brands capital funding llc		
Street Address:	9000 Sunset Boulevard, Suite 1010		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5990817	OBVI	
Serial Number:	90754167	THE OBVIOUS CHOICE	
Serial Number:	90726232	OBVI	
Serial Number:	90553445	SUPERFOOD PINKS	
Serial Number:	90553390	LUST	
Serial Number:	88813827	COLLAGENIC	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2123818759		
Email:	eleung@ctswlaw.com		
Correspondent Name:	Eugene Leung		
Address Line 1:	420 Lexington Avenue		
Address Line 2:	Suite 2400		
Address Line 4:	New York, NEW YORK 10170		
NAME OF SUBMITTER:	Eugene Leung		
SIGNATURE:	/Eugene Leung/		
DATE SIGNED:	03/10/2022		

OP \$165.00 5990817

Total Attachments: 8

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement, is entered into as of March 7, 2022 (this “IP Security Agreement”) by and between **MY OBVI LLC**, a New Jersey limited liability company, with a place of business at 78 John Miller Way, Suite 2021, Kearny, NJ 07032 (“Grantor”) and **ASSEMBLED BRANDS CAPITAL FUNDING LLC**, a Delaware limited liability company, with a place of business at 9000 Sunset Boulevard, Suite 1010, West Hollywood, CA 90069 (together with its successors and assigns, “Lender”).

RECITALS

WHEREAS, Lender has extended Loans to Grantor pursuant to the terms and conditions of that certain Credit Agreement dated as of the date hereof by and between Grantor and Lender (as amended, restated, amended and restated or otherwise modified from time to time, the “Credit Agreement”; capitalized terms used but not defined herein shall have the meanings ascribed to them in the Credit Agreement); and

WHEREAS, under the terms of the Credit Agreement, Grantor has granted Lender a security interest in and lien on all of Grantor’s assets, including all of Grantor’s trademarks, tradenames, trade styles, patents, copyrights, domain names, URLs, IP Addresses and other intellectual property, and Grantor agreed as a condition thereof to execute this IP Security Agreement for recording with the United States Patent and Trademark Office, the United States Copyright Office and any other Governmental Authority.

1. Grant of Security Interest. To secure all of the Obligations under the Credit Agreement and the other Loan Documents, Grantor hereby grants to Lender a security interest in and lien on all of Grantor’s right, title and interest in and to Grantor’s intellectual property assets, wherever located and whether now owned or hereafter acquired, including without limitation, all trademarks, patents, copyrights, domain names, URLs and IP Addresses set forth in **Exhibit 1** attached hereto and incorporated herein by reference, all source codes associated with such intellectual property, all goodwill of the business of Grantor connected with the use of, or otherwise symbolized by, such intellectual property, all rights to sue for infringement of such intellectual property, and all parts, replacements, substitutions, profits, products, amendments, updates and cash and non-cash proceeds of any of the foregoing (including insurance proceeds, of any kind, including those payable by reason of loss or damage thereto) in any form and wherever located, and all written or electronically recorded books and records relating to any such assets and other rights relating thereto, (collectively, the “IP Collateral”) *provided, however*, that IP Collateral shall exclude any United States intent-to-use trademark applications to the extent that, and solely during the period in which, the grant of a security interest therein would impair the validity or enforceability of such intent-to-use trademark applications under applicable federal law, provided that upon submission and acceptance by the United States Patent and Trademark Office of an amendment to allege use pursuant to 15 U.S.C. Section 1060(a) (or any successor provision), such intent-to-use trademark application shall not be excluded from the IP Collateral. For the avoidance of doubt, Grantor acknowledges that the items listed in **Exhibit 1-1** to this IP Security Agreement are not United States intent-to-use trademark applications and Lender shall have a security interest in and lien on the items listed in **Exhibit 1-1** to this IP Security Agreement. For the avoidance of doubt, a security interest in and

lien on the IP Collateral has been granted by Grantor to Lender pursuant to the Credit Agreement.

2. Recordation. Grantor authorizes the Commissioner for Patents, the Commissioner for Trademarks, and the Register of Copyrights and any other government officials to record and register this IP Security Agreement upon request by Lender.

3. Loan Documents. This IP Security Agreement has been entered into pursuant to and in conjunction with the Credit Agreement, which is hereby incorporated by reference. If there is a conflict between the definitions, terms or provisions of this IP Security Agreement and the Credit Agreement, the definitions, terms or provisions of the Credit Agreement shall control, except in connection with goodwill in which case this IP Security Agreement shall control. The rights and remedies of Lender with respect to the IP Collateral are as provided by the Credit Agreement and the other Loan Documents, and nothing in this IP Security Agreement shall be deemed to limit such rights and remedies. In furtherance thereof, upon the occurrence of an Event of Default, Lender shall have all rights and remedies as set forth in the Credit Agreement with respect to the IP Collateral.

4. Execution in Counterparts. This IP Security Agreement may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this IP Security Agreement by facsimile or in electronic (i.e., “pdf” or “tif”) format shall be effective as delivery of a manually executed counterpart of this IP Security Agreement.

5. Successors and Assigns. This IP Security Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This IP Security Agreement and any claim, controversy, dispute, or cause of action (whether in contract or tort or otherwise) based upon, arising out of, or relating to this IP Security Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the United States and the State of New York, without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

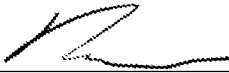
7. Release of Lien. Lender’s lien and security interest in the IP Collateral will terminate when all Obligations have been paid in full and the Credit Agreement has been terminated (collectively, the “Credit Agreement Termination”). Within five (5) days of the Credit Agreement Termination, Lender shall (i) execute and deliver to Grantor, a ‘Release of Security Interest in Intellectual Property’ whereby Lender releases its lien and security interest in the IP Collateral, (ii) duly assign, transfer, and deliver to the Grantor (without recourse and without any representation or warranty), any IP Collateral as may then be in the possession of the Lender, and (iii) prepare and deliver to Grantor, a ‘UCC Financing Statement Amendment’ terminating Lender’s lien and security interest in the Collateral. The Grantor is not entitled to file termination, release, or other amendments to financing statements without specific written authorization from the Lender.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties hereto have caused this IP Security Agreement to be duly executed as of the day and year first above written.

GRANTOR:

MY OBVI LLC,
a New Jersey limited liability company

By: 
Name: Ronak J. Shah
Title: Chief Executive Officer

Agreed and accepted:

LENDER:

ASSEMBLED BRANDS CAPITAL FUNDING LLC,
a Delaware limited liability company

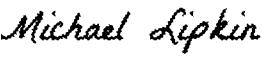
By: 
Name: Michael Lipkin
Title: Chief Executive Officer

EXHIBIT 1

List of Trademarks, Patents, Copyrights, Domain Names, URLs and IP Addresses

See Exhibit 1-1 through Exhibit 1-4 attached hereto.

EXHIBIT 1-1

TRADEMARKS

Mark	Owner of Mark	Registration no.	Registration Date
OBVI	My Obvi LLC	5990817	February 18, 2020

Mark	Owner of Mark	Serial no.	Filing Date
THE OBVIOUS CHOICE	My Obvi LLC	90754167	June 4, 2021
OBVI	My Obvi LLC	90726232	May 21, 2021
SUPERFOOD PINKS	My Obvi LLC	90553445	March 1, 2021
LUST	My Obvi LLC	90553390	March 1, 2021
COLLAGENIC	My Obvi LLC	88813827	February 27, 2020

EXHIBIT 1-2

PATENTS

None

Exhibit 1 - 2

EXHIBIT 1-3
COPYRIGHTS

None

EXHIBIT 1-4

DOMAIN NAMES, URLS and IP ADDRESSES

Domain Name	URL	IP Address	Login	Registrant	Registrar	User ID	Password
myobvi.com	https://myobvi.com	23.227.38.32	Provided separately to Lender	Ashvin Melwani Ghost 3 Media 78 John Miller Way, Suite 427, Kearny, NJ 07032	Google Domains	Provided separately to Lender	Provided separately to Lender