

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM391519

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

CH \$215.00 2746251

ATTORNEY DOCKET NUMBER:	34255.79
NAME OF SUBMITTER:	Audrey J. Babcock
SIGNATURE:	/Audrey J. Babcock/
DATE SIGNED:	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]