

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM860044

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FRIEDA'S, LLC		12/08/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	BMO BANK N.A.		
Street Address:	320 South Canal Street		
Internal Address:	14th Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	7165969	ALOHAS	
Registration Number:	6902644	MAHANA	
Registration Number:	6776350	RAMBAS	
Registration Number:	6648219	QUICK FIRES	
Registration Number:	6648100	KAHUNA	
Registration Number:	6634678	NATURE'S SWEET TART	
Registration Number:	6634677	POPJOYS	
Registration Number:	6563788	FIRE DRAGONS	
Registration Number:	6495228	MIGHTY GOLD	
Registration Number:	6654399	TIKIS	
Registration Number:	6381846	HONEY DRAGONS	
Registration Number:	2280669	FRIEDA'S	
Serial Number:	97244230	SNOW DRAGONS	
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>			

CH \$340.00 7165969

Phone: 212-728-8000
Email: ipdept@willkie.com
Correspondent Name: Matthew S. Makover
Address Line 1: 787 Seventh Avenue
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER: 132662.00084

NAME OF SUBMITTER: Matthew S. Makover

SIGNATURE: /Matthew S. Makover/

DATE SIGNED: 12/11/2023

Total Attachments: 5

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**GRANT OF A SECURITY INTEREST—
TRADEMARKS**

This Trademark Security Agreement (this “*Trademark Security Agreement*”) is made as of December 8, 2023, by FRIEDA’S, LLC (the “*Grantor*”), in favor of BMO BANK N.A., in its capacity as Administrative Agent for itself and the other Lender Parties (together with its successors and assigns in such capacity, “*Grantee*”).

WHEREAS, the Grantor has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the “*Trademarks*”);

WHEREAS, the Grantor has entered into a Pledge and Security Agreement, dated December 8, 2023 (as amended, restated, supplemented, modified or otherwise changed from time to time, the “*Security Agreement*”), in favor of Grantee; and

WHEREAS, pursuant to the Security Agreement, the Grantor has granted to the Grantee for the benefit of the Lender Parties (as defined in the Security Agreement), a continuing security interest in all right, title and interest of the Grantor in, to and under the Trademarks, together with, among other things, the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the “*Collateral*”), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

NOW, THEREFORE, as collateral security for the payment, performance and observance of all of the Secured Obligations, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor does hereby grant to the Grantee for the benefit of the Lender Parties, a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

All capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart by facsimile or electronic mail shall be equally effective as delivery of an original executed counterpart.

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IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

FRIEDA'S, LLC, as the Grantor

By: 
Name: Dan Madsen
Title: Chief Executive Officer

[Signature Page to Trademark Security Agreement]

BMO BANK N.A., as Administrative Agent

By: *Jack Curtis*
Name: Jack Curtis
Title: Assistant Vice President

[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 008283 FRAME: 0151

**SCHEDULE A
TO GRANT OF A SECURITY INTEREST**

U.S. TRADEMARK REGISTRATIONS

OWNER	TRADEMARK	REGISTRATION NUMBER	REGISTRATION DATE
Frieda's, LLC	ALOHAS	7165969	9/12/2023
Frieda's, LLC	MAHANA	6902644	11/15/22
Frieda's, LLC	RAMBAS	6776350	06/28/22
Frieda's, LLC	QUICK FIRES	6648219	02/15/22
Frieda's, LLC	KAHUNA	6648100	02/15/22
Frieda's, LLC	NATURE'S SWEET TART	6634678	02/01/22
Frieda's, LLC	POPJOYS	6634677	02/01/22
Frieda's, LLC	FIRE DRAGONS	6563788	11/16/21
Frieda's, LLC	MIGHTY GOLD	6495228	09/21/21
Frieda's, LLC	TIKIS	6654399	02/22/22
Frieda's, LLC	HONEY DRAGONS	6381846	06/08/21
Frieda's, LLC	FRIEDA'S	2280669	09/28/99

U.S. TRADEMARK APPLICATIONS

OWNER	TRADEMARK	SERIAL NUMBER	FILING DATE
Frieda's, LLC	SNOW DRAGONS	97244230	1/28/2022