

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Eight O'Clock Coffee Company	By assignment recorded at Reel/Frame 002757/0357	11/21/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	BNP Paribas
Street Address:	One Front Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	Administrative Agent: UNITED STATES

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1409722	EIGHT O'CLOCK
Registration Number:	2695574	EIGHT O'CLOCK COFFEE ROYALE
Registration Number:	1409723	BOKAR
Serial Number:	76425425	EIGHT O'CLOCK
Serial Number:	78200358	TOO GOOD TO BE PUT IN A CAN

CORRESPONDENCE DATA

Fax Number: (415)393-2286
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 415.393.2000
 Email: barbara.friedman@bingham.com
 Correspondent Name: Bingham McCutchen LLP
 Address Line 1: Three Embarcadero Center
 Address Line 2: Suite 1800
 Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	0000304730
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CH \$140.00 1409722

NAME OF SUBMITTER:

Barbara L. Friedman

Total Attachments: 5

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**GRANT OF SECURITY INTEREST
(TRADEMARKS, SERVICE MARKS AND TRADE NAMES)**

THIS GRANT OF SECURITY INTEREST (TRADEMARKS, SERVICE MARKS AND TRADE NAMES) is dated as of November 21, 2003, and is entered into by Eight O'Clock Coffee Company, a Delaware corporation having its chief executive office at 2 Paragon Drive, 3rd floor, South Wing, Montvale, New Jersey 07645 (the "*Assignor*"), in favor of BNP Paribas, having a representative office at One Front Street, 23rd Floor, San Francisco, CA 94111-5325, in its capacity as the Administrative Agent on behalf and for the benefit of the Secured Parties (in such capacity, the "*Assignee*"), as each term is defined in the Credit Agreement (as defined below).

WHEREAS, pursuant to that Credit Agreement dated as of November 21, 2003 (as the same may be amended, modified, supplemented or restated from time to time, the "*Credit Agreement*"), by and among Eight O'Clock Coffee Company, a Delaware corporation (the "*Borrower*"), as borrower, Eight O'Clock Holdings, Inc., a Delaware corporation ("*Holdings*"), as parent guarantor, the Lenders named therein, and the Assignee, not in its individual capacity but in its separate capacities as the Swing Line Lender, as the Issuing Bank and as the Administrative Agent on behalf of and for the benefit of the Secured Parties, the Secured Parties have agreed to make certain extensions of credit to or for the Borrowers in the amounts and manner set forth in the Credit Agreement and the other Loan Documents (collectively, the "*Credit*").

WHEREAS, pursuant to the terms of a Security Agreement dated as of November 21, 2003 (the "*Security Agreement*"), in favor of the Administrative Agent on behalf of and for the benefit of the Secured Parties, the Assignor has granted to the Assignee a security interest in all of the Assignor's right, title and interest, whether presently existing or hereafter arising or acquired, in, to and under all of the "*Collateral*," as defined in the Security Agreement.

WHEREAS, the Secured Parties are willing to make, extend and maintain the Credit to and for the benefit of the Borrower, but only upon the condition, among others, that the Assignor shall grant a security interest in favor of and to the Assignee, on behalf of and for the benefit of the Secured Parties, in and to, all of Assignor's right, title and interest in and to all Trademarks (as described below) to secure its payment and performance of the "Secured Obligations" (as such term is defined in the Security Agreement).

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, as collateral security for the prompt and complete payment and performance when due of the Secured Obligations, the Assignor hereby represents, warrants, covenants and agrees as follows:

1. Unless otherwise defined herein, the terms defined in the Credit Agreement are used herein as therein defined.
2. As security for the full, complete and final payment and performance when due (whether at stated maturity, by acceleration or otherwise) of all the Secured Obligations and in order to induce the Administrative Agent and the Secured

parties to enter into the Credit Agreement and the other Loan Documents and to make, extend and maintain the Credit to and for the benefit of the Borrower upon the terms and subject to the conditions thereof, Assignor hereby creates and grants to the Administrative Agent, on behalf of and for the benefit of the Secured Parties, a security interest in and to all of Assignor's respective right, title and interest in, to and under each of the following:

(a) all Trademarks (as defined in the Security Agreement), including, without limitation, each registered trademark, trade name and service mark and each trademark, trade name and service mark application for registration listed on *Schedules A, B and C* hereto, including, without limitation, all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all reissues, continuations, continuations-in-part and renewals thereof; *provided, however*, that the pledge and security interest created hereunder shall specifically exclude "intent-to-use" trademarks at all time prior to the first use thereof, whether by the actual use in commerce, the filing of a statement of use with the U.S. Patent and Trademark Office or otherwise; and

(b) the goodwill of the business connected with the use of, and symbolized by, each Trademark.

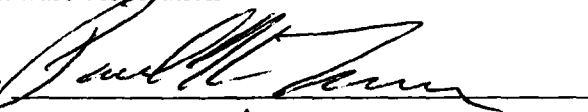
The Assignee does hereby further acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the assignment of and security interest in the Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference.

Following the termination of the Security Agreement in accordance with its terms, the Trademarks and any and all financing statements filed on behalf of the Assignee will be automatically terminated, released, and/or reassigned to the Assignor, and the Assignee will execute such instruments as may be reasonably requested to evidence such termination, release, and/or reassignment.

IN WITNESS WHEREOF, each of the parties has caused this Grant of Security Interest (Trademarks, Service Marks and Trade Names) to be duly executed by its officer(s) thereunto duly authorized as of the date first written above.

ASSIGNOR:

**EIGHT O'CLOCK COFFEE COMPANY, a
Delaware corporation**

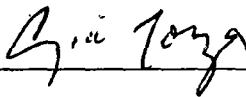
By: 

Printed Name: Paul K. Lauer

Title: Chief Financial Officer

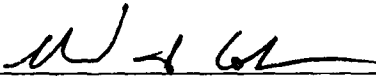
ASSIGNEE:

BNP PARIBAS, as the Administrative Agent

By: 

Printed Name: Eric L. Toizer
Managing Director

Title: _____

By: 

Printed Name: Richard S. Cohen

Title: Vice President

[SIGNATURE PAGE TO GRANT OF SECURITY INTEREST]

**TRADEMARK
REEL: 002765 FRAME: 0147**

SCHEDULE A
U.S. TRADEMARKS

REGISTRATION NO.	MARK	REGISTRATION DATE
1,409,722	EIGHT O'CLOCK	9/16/86
2,695,574	EIGHT O'CLOCK COFFEE ROYALE	3/11/03
1,409,723	BOKAR	9/16/86

SCHEDULE B

PENDING U.S. TRADEMARKS*

APPLICATION NO.	MARK	APPLICATION DATE
76/425,425	EIGHT O'CLOCK	1/6/03 (TFU)
78/200,358	TOO GOOD TO BE PUT IN A CAN	6/27/02 (TFU)