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06-10-2005

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

RECORDATION TRADE



DEPARTMENT OF COMMERCE Patent and Trademark Office

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103018652

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

MS Brands, LLC

12-16-04

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other Limited Liability Company

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: December 10, 2004

2. Name and address of receiving party(ies)

Name: FirstBank

Internal Address:

Address:

Street Address: 200 Fourth Avenue North

City: Nashville State: TN Zip: 37219

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Tennessee Banking Corporation, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) See Attached

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mary Ward

Internal Address:

Boult, Cummings, Connors & Berry

Street Address: 1600 Division Street

Suite 700

City: Nashville State: TN Zip: 37203

6. Total number of applications and registrations involved:

6

7. Total fee (37 CFR 3.41) \$ 165.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Mary Ward

Name of Person Signing

Mary Ward Signature

December 15, 2004

Date

Total number of pages including cover sheet, attachments, and document:

10

12/20/2004 EQUIPER 00000009 2099320

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

01 FC:8521 02 FC:8522

40.00 DP 125.00 DP

TRADEMARK REEL: 003178 FRAME: 0807

SCHEDULE A

Trademark	Reg. No.	Reg. Date
CIRCLE B BRAND & Design	2,099,320	09/23/1997
KING COTTON & Design	1,419,358	12/02/1986
KING COTTON PLUMP 'N' TENDER & Design	2,261,822	07/20/1999
KING COTON & Design	2,169,689	06/30/1998
RIGHTLY SEASONED	1,809,380	12/07/1993
RIGHTLY SEASONED	1,421,297	12/16/1986

**CONDITIONAL ASSIGNMENT AND
TRADEMARK SECURITY AGREEMENT**

THIS CONDITIONAL ASSIGNMENT AND TRADEMARK SECURITY AGREEMENT (this "**Agreement**") is made as of the 10th day of December, 2004, between MS Brands, LLC, a Tennessee limited liability company (the "**Assignor**"), and **FIRSTBANK** (the "**Lender**").

WHEREAS, the Assignor and the Lender have entered into that certain Loan and Security Agreement of even date herewith (as amended, supplemented and modified from time to time, the "**Loan Agreement**"; capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Loan Agreement); and

WHEREAS, in order to induce the Lender to enter into the Loan Agreement and to make the Loans, the Assignor has agreed to assign to the Lender certain trademark rights as described herein.

NOW, THEREFORE, in consideration of the premises, the Assignor hereby agrees with the Lender as follows:

1. Grant of Security Interest.

To secure the complete and timely payment and performance of all Obligations, the Assignor hereby grants, assigns and conveys to the Lender a security interest in the entire right, title and interest in and to the United States ("U.S.") and international trademarks and service marks and their respective registrations and applications for registration listed in **Schedule A** attached hereto and by reference made a part hereof, together with the goodwill of the business symbolized by such trademarks and service marks, all licenses relating thereto, and all proceeds thereof (including, without limitation, license royalties and proceeds of infringement suits), and the right to sue for past, present and future infringements (all of which trademarks, service marks, trademark and service mark registrations, applications for registration, goodwill, licenses, proceeds, and other related rights are collectively called the "**Trademarks**").

2. Representations and Warranties.

- (a) The Assignor represents and warrants that:
- (i) The Trademarks are subsisting and have not been adjudged invalid or unenforceable, in whole or in part, in their country of registration or the respective states thereof;
 - (ii) Each of the Trademarks is valid and enforceable in their country of registration and the respective states thereof;
 - (iii) Except as noted on **Schedule B**, the Assignor is the sole and exclusive owner of the entire and unencumbered right, title and

interest in and to each of the Trademarks, free and clear of any liens, charges, encumbrances, mortgages, hypothecations, pledges, liens, security interests or claims of any kind, and covenants by the Assignor not to sue third persons; and

- (iv) The Assignor will make all necessary filings to protect and maintain its interest in the Trademarks, including, without limitation, all necessary filings in the U.S. Patent and Trademark Office, and will diligently endeavor to ensure that the filings appear of record in the U.S. Patent and Trademark Office.
- (v) The Assignor has the unqualified right, power and authority to execute, deliver and perform this Agreement; and
- (vi) Until all of the Obligations shall have been satisfied in full, the Assignor will not enter into any agreement which is inconsistent with the Assignor's obligations under this Agreement, without the Lender's prior written consent.

3. Conditional Grant of Additional Trademarks.

If, before the Obligations shall have been satisfied in full, (i) the Assignor shall have, or obtain ownership of, any trademark or service mark, including any registration or application therefor, or (ii) any trademarks or service marks filed by Assignor as intent-to-use applications, including, without limitation, those listed in **Schedule A** attached hereto and by reference made a part hereof, become federal registrations in the U.S. Patent and Trademark Office, the provisions of Paragraph 1 shall automatically apply thereto, and also to any composite marks, or other marks of the Assignor which are confusingly similar to such mark, and the Assignor shall give to the Lender prompt written notice thereof. This Paragraph 3 shall not apply to trademarks which are owned by others and licensed to the Assignor. The Assignor shall perform all acts and execute all documents reasonably requested by the Lender at any time and from time to time to evidence, perfect, maintain, record and enforce the Lender's security interest in the Trademarks, including, without limitation, any trademarks or service marks falling under this Paragraph. All such trademarks, service marks, or registrations therefor shall be considered Trademarks under this Agreement.

Furthermore, if, before the Obligations shall have been satisfied in full, the Assignor has filed any intent-to-use applications, any such intent-to-use application shall be automatically included in **Schedule A**.

4. Modification of Agreement.

The Assignor authorizes the Lender to modify this Agreement by amending **Schedule A** to include any additional trademarks, service marks, registrations or applications for registration thereof pursuant to Paragraphs 1 and 3 hereof, and to have this Agreement, as amended, or any other document evidencing the security interest granted therein, recorded in the U.S. Patent and

Trademark Office or, in the reasonable discretion of the Lender, in the trademark office of any relevant country at the expense of the Assignor.

5. Covenants of Assignor.

(a) The Assignor covenants as follows: (i) that it will maintain and assume primary responsibility for the high standard of quality which has become associated with the Trademarks; (ii) that the Lender from time to time and upon request shall have the right to inspect samples of the goods and services with respect to which the Trademarks will be used (the "Goods") and the premises at which the Goods are produced; and (iii) that the Lender shall have the right to prevent use of the Trademarks on Goods which are not of high quality, all so as to preserve the goodwill symbolized by the Trademarks.

(b) The Assignor agrees that it shall use and maintain all right, title and interest in and to the Trademarks, and the Assignor will not abandon or permit the expiration of any of the Trademarks, unless so directed by a court of law. Should the Assignor determine that one or more of the Trademarks is no longer desirable in the conduct of the business of the Assignor, or otherwise determine that the Assignor is unable, pursuant to applicable law, to maintain said Trademark(s), the Assignor shall notify the Lender, in writing, of such determination prior to abandoning any such Trademark(s). The Assignor further agrees that (i) it shall give the Lender written notice, and a complete copy, of any license or sublicense of the Trademarks; and (ii) on all goods bearing the Trademarks and on the first use or appearance of each Trademark in any publications, the Assignor or its licensees will include such notices of registration as are required or authorized from time to time under applicable law.

(c) With respect to each Trademark, the Assignor agrees to take all necessary steps, including, without limitation, in the U.S. Patent and Trademark Office or in the trademark office of any country or in any court, to: (i) maintain each such Trademark, and (ii) pursue each such application for trademark registration, now or hereafter included in the Trademarks under this Agreement, including, without reservation, the filing of responses to office actions issued by the U.S. Patent and Trademark Office, the filing of applications for renewal, the filing of affidavits under Sections 8 and 15 of the United States Trademark Act, and the participation in opposition, cancellation and infringement and misappropriation proceedings, unless the Assignor shall have previously determined that such use or the pursuit or maintenance thereof is no longer desirable in the conduct of the business of the Assignor and that the loss thereof will not have a materially adverse effect (in which event the Assignor shall notify the Lender in writing of such determination prior to any such action). The Assignor agrees to take corresponding steps with respect to each new or acquired trademark, trademark registration, or application therefor covered by Paragraph 3 hereof. Any and all expenses incurred in connection with such activities shall be borne by the Assignor.

6. Remedies Upon Default; Power of Attorney.

(a) If any event of default under the Loan Agreement or any related documents shall have occurred, or if the Assignor fails to perform any agreement or to meet any of its obligations to the Lender hereunder, upon the election of the Lender in its sole discretion,

all right, title and interest in and to the Trademarks shall be granted, assigned, conveyed and delivered to the Lender or its designee, and the Assignor hereby irrevocably constitutes and appoints the Lender and any officer, agent or employee thereof, with full power of substitution, as its true and lawful attorney-in-fact with full irrevocable power and authority in the place and stead of the Assignor and in the name of the Assignor or the Lender's own name or the name of the Lender's designee, all acts of said attorney being hereby ratified and confirmed, except to the extent any of the same constitute gross negligence or willful misconduct, such power being coupled with an interest is irrevocable, upon the occurrence of an event of default: (i) to complete, date, execute and file, or cause to be filed, the Assignment attached hereto as **Exhibit A** and by reference made a part hereof (the "**Assignment**") in the U.S. Patent and Trademark Office and in all other applicable offices, and to execute and deliver any and all documents and instruments which may be necessary or desirable to accomplish the purpose of the Assignment; (ii) to collect all proceeds from the Trademarks (including, without limitation, license royalties and proceeds of infringement suits); (iii) to convey, in any transaction authorized by the Loan Agreement, any goods covered by the registrations listed on **Schedule A** to any purchaser thereof; and (iv) to make payment or to discharge taxes or liens levied or placed upon or threatened against any goods covered by the registrations listed on **Schedule A**, the legality or validity thereof and the amounts necessary to discharge the same to be determined by the Lender in its sole discretion, and such payments made by the Lender to become the obligations of the Assignor to the Lender, due and payable immediately without demand.

(b) The Lender shall have, in addition to all other rights and remedies given it by this Agreement, those allowed by law and the rights and remedies of a secured party under the Uniform Commercial Code as enacted in any jurisdiction in which the Trademarks may be enforceable, and, without limiting the generality of the foregoing, the Lender may, if any event of default under the Loan Agreement shall have occurred, immediately, without demand or performance and without other notice (except as set forth below) or demand whatsoever to the Assignor, all of which are hereby expressly waived, and without advertisement, sell at public or private sale or otherwise realize upon, the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and after deducting from the proceeds of sale or other disposition of the Trademarks all expenses (including all reasonable expenses for brokers' fees and legal services), shall apply the residue of such proceeds to the Obligations. Notice of any sale or other disposition of the Trademarks shall be given to the Assignor at least ten (10) days before the time of any intended public or private sale or other disposition of the Trademarks is to be made, which the Assignor hereby agrees shall be reasonable notice of such sale or other disposition. At any such sale or other disposition, the Lender may, to the extent permissible under applicable law, purchase the whole or any part of the Trademarks sold, free from any right of redemption on the part of the Assignor, which right is hereby waived and released. The Assignor hereby agrees to execute any documents reasonably requested by the Lender in connection with any disposition hereunder.

7. Termination of Agreement.

At such time as all of the Obligations shall have been satisfied and the Lender shall have no further obligations to lend under the Loan Agreement, the Lender shall execute and deliver to

the Assignor all deeds, assignments and other instruments as may be necessary or proper to re-vest in the Assignor unencumbered title to the Trademarks and the goodwill of the business symbolized by the Trademarks, subject to any disposition thereof which may have been made by the Lender pursuant hereto.

8. Limitation of Liability and Indemnification.

The Assignor hereby releases the Lender from, and agrees to hold the Lender free and harmless from and against, any claims arising out of any action taken or omitted to be taken with respect to the Trademarks (except to the extent of the Lender's gross negligence or willful misconduct), and the Assignor agrees to indemnify the Lender from and against any and all claims, demands, suits, losses, damages or other expenses (including reasonable attorneys' fees actually incurred) arising from or in any way related to the Trademarks, and any trademark infringement claim.

9. Waiver and Amendment.

(a) No course of dealing between the Assignor and the Lender, nor any failure to exercise, nor any delay in exercising, on the part of the Lender, any right, power or privilege hereunder shall preclude any other or further exercise thereof or the exercise of any other right, power or privilege.

(b) This Agreement is subject to modification only by a writing signed by the parties hereto.

10. Cumulative Rights.

All of the Lender's rights and remedies with respect to the Trademarks, whether established hereby or under the Loan Agreement, any related document or any other agreements or by law, shall be cumulative and may be exercised singularly or concurrently.

11. Severability.

The provisions of this Agreement are severable, and if any clause or provision shall be held invalid and unenforceable in whole or in part in any jurisdiction, then such invalidity or unenforceability shall affect only such clause or provision, or part thereof, in such jurisdiction, and shall not in any manner affect such clause or provision in any other jurisdiction, or any other clause or provision of this Agreement in any jurisdiction.

12. Survival.

The benefits and burdens of this Agreement shall inure to the benefit of and be binding upon the respective successors and permitted assigns of the parties.

13. Counterparts.

This Agreement may be executed in one or more counterparts, all of which taken together shall constitute one and the same instrument and any of the parties hereto may execute this Agreement by signing any such counterpart.

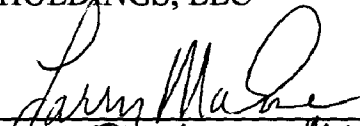

14. Choice of Law.

The validity, construction and enforcement of this Agreement, and the determination of the rights and duties of the parties shall be governed by the laws of the State of Tennessee regardless of any choice of law or other provision that would result in the application of the laws of any other jurisdiction.

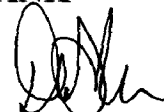
IN WITNESS WHEREOF, the undersigned have executed this Agreement as of the day and year first above written.

MS BRANDS, LLC

By: MS HOLDINGS, LLC

By: 
Name:  Larry MALONE
Title: CEO

FIRSTBANK

By: 
Name: Douglas A. Penke
Title: Vice President

SCHEDULE B

LIENS AND CLAIMS OF THIRD PARTIES

None.

EXHIBIT A

ASSIGNMENT OF TRADEMARKS AND GOODWILL

THIS ASSIGNMENT dated the ____ day of _____, 200__, from _____, a Tennessee limited liability company (the "Assignor"), to FIRSTBANK (the "Assignee"), recites and provides:

WHEREAS, Assignor is the owner of certain trademarks and service marks and the registrations and applications to register therefor listed in Schedule A hereto ("Trademarks"); and

WHEREAS, Assignee desires to obtain all of the Assignor's right, title and interest in all such Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby grants, assigns and conveys to Assignee, its successors and assigns, the entire right, title and interest of Assignor in and to the Trademarks, including without limitation all proceeds thereof (such as, by way of example, license royalties and proceeds of infringement suits), and the right to sue for past, present and future infringements, together with the goodwill of the business symbolized by the Trademarks. Assignor acknowledges that it has granted Assignee the right to secure the assets of the Assignor associated with the business symbolized by the Trademarks, under separate agreement.

Assignor further agrees to execute such further instruments and documents and perform such further acts as Assignee may deem necessary to secure to Assignee the rights herein conveyed.

_____, LLC

By: _____
Name: _____
Title: _____

6-9-05
Re-Suite



BOULT ■ CUMMINGS®
CONNERS ■ BERRY PLC

Mary C. Ward
(615) 252-3652
Fax: (615) 248-3040
Email: mward@boultcummings.com

June 8, 2005

Commissioner of Patent & Trademarks
Box Assignments
Washington, D.C. 20231

Re: FirstBank/MS Brands, LLC

Dear Sir or Madam:

Pursuant to my telephone conversation today with Allyson Purnell of your office, I have corrected the Trademark Recordation Form Cover Sheet and am returning it herewith for recording, together with the accompanying Conditional Assignment and Trademark Security Agreement executed by MS Brands, LLC and FirstBank.

Once this document has been recorded please return the original to me. Should you have any questions or comments regarding the enclosed document, please do not hesitate to contact me.

Very truly yours,

Mary C. Ward, CLA
Paralegal

/mw
Enclosures

1012100 v2
030375-044
6/8/2005

LAW OFFICES
1600 DIVISION STREET - SUITE 700 - P.O. BOX 340025 - NASHVILLE - TN - 37203
TELEPHONE 615.244.2582 FACSIMILE 615.252.6380 www.boultcummings.com

TRADEMARK
REEL: 003178 FRAME: 0817



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JUNE 01, 2005

PTAS



102908274

MARY WARD
BOULT, CUMMINGS, CONNERS & BERRY
1600 DIVISION STREET, SUITE 700
NASHVILLE, TENNESSEE 37203

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 102908274

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE,
MAIL STOP: ASSIGNMENT SERVICES DIVISION, P.O. BOX 1450, ALEXANDRIA, VA 22313.
IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE,
YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT
703-308-9723.

1. PLEASE CLARIFY THE NATURE OF CONVEYANCE. IT HAS TO BE EITHER AN ASSIGNMENT OR A SECURITY AGREEMENT, IT CAN NOT BE BOTH.

ALLYSON PURNELL, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS