

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		Notice of Grant of Security Interest in Trademarks	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Hamilton Beach Brands, Inc.		08/22/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	UBS AG, Stamford Branch, as agent		
<b>Street Address:</b>	677 Washington Blvd.		
<b>City:</b>	Stamford		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06901		
<b>Entity Type:</b>	The Connecticut -based, capital markets focused arm of UBS AG, a Swiss financial services company, regulated in the United States by the Federal Reserve: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3951490	DEDICATED TO THE PERFECT CUP	
Registration Number:	3945663	NOW THAT'S GOOD THINKING	
Registration Number:	3957908	FORGET THE CARAFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)558-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312 558-6352		
<b>Email:</b>	lkonrath@winston.com		
<b>Correspondent Name:</b>	Laura Konrath		
<b>Address Line 1:</b>	35 W Wacker Drive		
<b>Address Line 2:</b>	Winston & Strawn LLP, Suite 2800		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>ATTORNEY DOCKET NUMBER:</b>	83507-33		

CH \$90.00 3951490

**900200683**

**TRADEMARK  
 REEL: 004611 FRAME: 0704**

NAME OF SUBMITTER:	Laura Konrath
Signature:	/Laura Konrath/
Date:	08/25/2011
<b>Total Attachments: 4</b> source=noticeoftms hambeach#page1.tif source=noticeoftms hambeach#page2.tif source=noticeoftms hambeach#page3.tif source=noticeoftms hambeach#page4.tif	

EXECUTION

NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that pursuant to the Security Agreement, dated as of May 31, 2007 (as the same may be amended, modified, extended or restated from time to time, the "Security Agreement"), by and among Hamilton Beach Brands, Inc. (f/k/a Hamilton Beach/Proctor-Silex, Inc.), the other Obligor party thereto (each an "Obligor" and collectively, the "Obligors") and UBS AG, STAMFORD BRANCH, as administrative agent (the "Agent") for the lenders referenced therein (the "Lenders"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to the Agent for the benefit of the Lenders:

TRADEMARKS

<u>Trademark No.</u>	<u>Description of Trademark</u>	<u>Date of Trademark</u>
See attached		

TRADEMARK APPLICATIONS

<u>Trademark Application No.</u>	<u>Description of Trademark Applied For</u>	<u>Date of Trademark Application</u>
See attached		

The Obligors and the Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

HAMILTON BEACH BRANDS, INC.  
(f/k/a Hamilton Beach/Proctor-Silex, Inc.)

By: 

Name: James H. Taylor

Title: Vice President And CFO

Acknowledged and Accepted:

UBS AG, STAMFORD BRANCH,  
as Agent

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

The Obligors and the Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

**HAMILTON BEACH BRANDS, INC.**  
(f/k/a Hamilton Beach/Proctor-Silex, Inc.)

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Acknowledged and Accepted:

**UBS AG, STAMFORD BRANCH,**  
as Agent

By: Mary E Evans  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Mary E. Evans  
Associate Director  
Banking Products  
Services, US

By: Iija R. Otsa  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Iija R. Otsa  
Associate Director  
Banking Products  
Services, US

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## Trademark Status Report By Trademark

Trademark	Client/Matter #/Subcase Country Name	Status Client	Serial Number/Date	Registration Number/Date	Last Renewal Next Renewal
DEDICATED TO THE PERFECT CUP	210499.1667 / United States of America	Registered Hamilton Beach Brands, Inc.	77769,647 27-Jun-2009	3,951,490 26-Apr-2011	26-Apr-2021
Class/Type: 07 Int.; 11 Int.					
Outstanding Action(s)					
Section 8 & 15 Due - 6th year					
First Renewal					
Due Date					
26-Apr-2017					
26-Apr-2021					
HAMILTON BEACH	210499.1695 / European Community	Registered Hamilton Beach Brands, Inc.	009816831 21-Dec-2010	009816831 18-Jun-2011	21-Dec-2020
Class/Type: 07 Int.; 08 Int.; 09 Int.; 11 Int.; 21 Int.					
Outstanding Action(s)					
First Renewal					
Due Date					
21-Dec-2020					
NOW THAT'S GOOD THINKING	210499.1616 / United States of America	Registered Hamilton Beach Brands, Inc.	777917,797 22-Jan-2010	3,945,663 12-Apr-2011	12-Apr-2021
Class/Type: 07 Int.; 09 Int.; 11 Int.					
Outstanding Action(s)					
Section 8 & 15 Due - 6th year					
First Renewal					
Due Date					
12-Apr-2017					
12-Apr-2021					
FORGET THE CARAFE	United States of America	Registered		3,957,908 10-May-2011	
Class Type 11 Int.					