

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316668

|   |   |                       |                       |
|---|---|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                              |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>  | SECURITY INTEREST                           |                       |                       |
| <b>CONVEYING PARTY DATA</b>   |   |                       |                       |
| <b>Name</b>   | <b>Formerly</b>                             | <b>Execution Date</b> | <b>Entity Type</b>    |
| FRIDGE FILTERS, INC.  |   | 09/04/2014            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |   |                       |                       |
| <b>Name:</b>  | JPMORGAN CHASE BANK, N.A.                   |                       |                       |
| <b>Street Address:</b>  | 111 E. Wisconsin Avenue                     |                       |                       |
| <b>Internal Address:</b>  | 16th Floor                                  |                       |                       |
| <b>City:</b>  | Milwaukee                                   |                       |                       |
| <b>State/Country:</b>   | WISCONSIN                                   |                       |                       |
| <b>Postal Code:</b>   | 53202                                       |                       |                       |
| <b>Entity Type:</b>   | national banking association: UNITED STATES |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |   |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                               | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>   | 4062516                                     | FRIDGEFILTERS.COM     |                       |
| <b>CORRESPONDENCE DATA</b>  |   |                       |                       |
| <b>Fax Number:</b>  | 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> |   |                       |                       |
| <b>Phone:</b>   | 612-977-8483                                |                       |                       |
| <b>Email:</b>   | sbourdaux@briggs.com                        |                       |                       |
| <b>Correspondent Name:</b>  | Sarina Bourdaux, Paralegal                  |                       |                       |
| <b>Address Line 1:</b>  | 80 South Eighth Street                      |                       |                       |
| <b>Address Line 2:</b>  | 2200 IDS Center                             |                       |                       |
| <b>Address Line 4:</b>  | Minneapolis, MINNESOTA 55402                |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 34255.68                                    |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | David M. Rubin, Esq.                        |                       |                       |
| <b>SIGNATURE:</b>   | /David M. Rubin, Esq./                      |                       |                       |
| <b>DATE SIGNED:</b>   | 09/11/2014                                  |                       |                       |
| <b>Total Attachments: 3</b>   |   |                       |                       |
| source=Notice of Grant of Security Interest in Trademarks (FFI)#page1.tif   |   |                       |                       |
| source=Notice of Grant of Security Interest in Trademarks (FFI)#page2.tif   |   |                       |                       |
| source=Notice of Grant of Security Interest in Trademarks (FFI)#page3.tif   |   |                       |                       |

CH \$40.00 4062516

**NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS**

Dated: September 4, 2014

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Pledge and Security Agreement dated on or about the date hereof (as the same may hereafter be amended, modified, extended or restated from time to time, the “Security Agreement”) from FRIDGE FILTERS, INC., a Delaware corporation (“Grantor”) in favor of JPMORGAN CHASE BANK, N.A. (“Lender”), Grantor has granted to Lender a continuing security interest in and continuing lien upon, among other things, the trademark shown below:

| <b>MARK</b>       | <b>SERIAL NO.</b> | <b>REGISTRATION NO.</b> | <b>FILING / REGISTRATION<br/>DATE</b> |
|-------------------|-------------------|-------------------------|---------------------------------------|
| FRIDGEFILTERS.COM | 85222286          | 4062516                 | November 29, 2011                     |

[Remainder of page intentionally blank;  
signature page follows]

Grantor and Lender hereby acknowledge and agree that the security interest in the foregoing trademark (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.

Very truly yours,

FRIDGE FILTERS, INC.,  
a Delaware corporation

By:   
Name: Jamin Arvig  
Title: Chief Executive Officer

Acknowledged and accepted  
as of the date first written above:

JPMORGAN CHASE BANK, N.A.,  
as Lender

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

[Signature page to Notice of Grant of Security Interest in Trademarks -- Fridge Filters, Inc.]

Grantor and Lender hereby acknowledge and agree that the security interest in the foregoing trademark (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.

Very truly yours,

FRIDGE FILTERS, INC.,  
a Delaware corporation

By: \_\_\_\_\_  
Name: Jamin Arvig  
Title: Chief Executive Officer

Acknowledged and accepted  
as of the date first written above:

JPMORGAN CHASE BANK, N.A.,  
as Lender

By: Michael A. Hink  
Name: Michael A. Hink  
Title: Authorized Officer

[Signature page to Notice of Grant of Security Interest in Trademarks – Fridge Filters, Inc.]