

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM438952

|   |  |  |                                     |
|---|--|--|-------------------------------------|
| <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>                  |
| Blue Apron, LLC   | FORMERLY Blue Apron, Inc.                | 08/09/2017                               | Limited Liability Company: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |  |                                     |
| <b>Name:</b>  | MORGAN STANLEY SENIOR FUNDING, INC.      |  |                                     |
| <b>Street Address:</b>  | 1300 THAMES STREET                       |  |                                     |
| <b>Internal Address:</b>  | 4TH FLOOR, THAMES STREET WHARF           |  |                                     |
| <b>City:</b>  | BALTIMORE                                |  |                                     |
| <b>State/Country:</b>   | MARYLAND                                 |  |                                     |
| <b>Postal Code:</b>   | 21231                                    |  |                                     |
| <b>Entity Type:</b>   | Bank: UNITED STATES                      |  |                                     |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |  |                                     |
| <b>Property Type</b>  | <b>Number</b>                            | <b>Word Mark</b>                         |                                     |
| <b>Serial Number:</b>   | 87239123                                 | FOOD IS BETTER WHEN YOU START FROM SCRAT |                                     |
| <b>Serial Number:</b>   | 87238896                                 | ARBOR VITAE                              |                                     |
| <b>Serial Number:</b>   | 86728768                                 | BLUE APRON FOODS                         |                                     |
| <b>CORRESPONDENCE DATA</b>  |  |  |                                     |
| <b>Fax Number:</b>  | 2127352000                               |  |                                     |
| <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>   | 212.735.5117                             |  |                                     |
| <b>Email:</b>   | francine.waldbaum@skadden.com            |  |                                     |
| <b>Correspondent Name:</b>  | Skadden, Arps, Slate, Meagher & Flom LLP |  |                                     |
| <b>Address Line 1:</b>  | Four Times Square                        |  |                                     |
| <b>Address Line 2:</b>  | Francine Waldbaum                        |  |                                     |
| <b>Address Line 4:</b>  | New York, NEW YORK 10036-6522            |  |                                     |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 391000/1545                              |  |                                     |
| <b>NAME OF SUBMITTER:</b>   | Rebecca Rodal                            |  |                                     |
| <b>SIGNATURE:</b>   | /Rebecca Rodal/                          |  |                                     |
| <b>DATE SIGNED:</b>   | 08/11/2017                               |  |                                     |
| <b>Total Attachments: 7</b>   |  |  |                                     |

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source=Blue\_Apron\_-\_Supplemental\_Trademark\_Security\_Agreement#page7.tif

## SUPPLEMENTAL TRADEMARK SECURITY AGREEMENT

This **SUPPLEMENTAL TRADEMARK SECURITY AGREEMENT**, dated as of August 9, 2017 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, this “**Agreement**”), is by and between BLUE APRON, LLC (f/k/a BLUE APRON, INC.), a Delaware limited liability company (the “**Grantor**”) and MORGAN STANLEY SENIOR FUNDING, INC., as collateral agent for the Secured Parties (as defined in the Pledge and Security Agreement referred to below) (herein in such capacity, the “**Collateral Agent**”).

### RECITALS

- (A) The Grantor, the other OBLIGORS party thereto, the LENDERS from time to time party thereto, MORGAN STANLEY SENIOR FUNDING, INC., as administrative agent (in such capacity, the “**Administrative Agent**”) and the Collateral Agent, have entered into a Revolving Credit and Guaranty Agreement, dated as of August 26, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Credit Agreement**”).
- (B) The Grantor is party to a Pledge and Security Agreement, dated as of August 26, 2016, in favor of the Collateral Agent (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Pledge and Security Agreement**”), pursuant to which the Grantor is required to execute and deliver this Agreement.
- (C) The Grantor is party to an existing Trademark Security Agreement, dated as of August 26, 2016, in favor of the Collateral Agent, which was recorded with the United States Patent and Trademark Office on August 27, 2016 at Reel/Frame No. 5865/0979.
- (D) Under and subject to the terms of the Pledge and Security Agreement, the Grantor has pledged and granted to the Collateral Agent, for its benefit and for the benefit of the Secured Parties (as defined in the Credit Agreement) a continuing security interest in and Lien on certain Collateral (as set forth in and defined in the Pledge and Security Agreement), including without limitation certain Intellectual Property (as set forth in and defined in the Pledge and Security Agreement) of the Grantor, and has agreed to execute this Agreement for recording with the United States Patent and Trademark Office.
- (E) In consideration of the mutual conditions and agreements set forth in the Credit Agreement, the Pledge and Security Agreement and this Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

### SECTION 1 Defined Terms

Unless otherwise defined herein, terms defined in the Pledge and Security Agreement and used herein have the meaning given to them in the Pledge and Security Agreement or provided by reference in the Credit Agreement.

## **SECTION 2 Grant of Security Interest in Trademark Collateral**

As security for the prompt and complete payment and performance in full when due (whether at stated maturity, by required prepayment, declaration, acceleration, demand or otherwise, including the payment of amounts that would become due but for the operation of the automatic stay under Section 362(a) of the Bankruptcy Code) of all Secured Obligations, the Grantor hereby pledges and grants to the Collateral Agent, for its benefit and for the benefit of the Secured Parties, a continuing security interest in and Lien on all of its right, title and interest in, to and under all Trademark Collateral, whether now owned or existing or hereafter acquired or arising and wherever located.

“**Trademark**” means all United States, state and foreign trademarks, trade names, trade dress, service marks, certification marks, collective marks, slogans, logos and other source or business identifiers, all registrations and pending applications for any of the foregoing, whether registered or unregistered, and whether or not established or registered in an Intellectual Property Registry in any country or any political subdivision thereof, and with respect to any and all of the foregoing: (i) all common law rights related thereto, (ii) the trademark registrations and pending applications referred to in Schedule 10A of the Perfection Certificate, (iii) all extensions, continuations, reissues and renewals of any of the foregoing, (iv) all of the goodwill of the business connected with the use of and symbolized by the foregoing, (v) the right to sue or otherwise recover for past, present and future infringements, misappropriations, dilutions or other violations of any of the foregoing or for any injury to goodwill and (vi) all Proceeds of the foregoing, including, without limitation, license fees, royalties, income, payments, claims, damages and proceeds of suit.

“**Trademark Collateral**” means the Grantor’s right, title and interest in, to and under:

- (a) all Trademarks owned by the Grantor, including those referred to on Schedule I hereto; and
- (b) to the extent not already included in the foregoing, all Proceeds of the foregoing and all accessions to, substitutions and replacements for and rents, profits and products of or in respect of any of the foregoing, and any and all Proceeds of any insurance, indemnity, warranty or guaranty payable to the Grantor from time to time with respect to the foregoing.

## **SECTION 3 Certain Exclusions**

Notwithstanding anything herein to the contrary, in no event shall (i) the Trademark Collateral include and the Grantor shall not be deemed to have granted a Security Interest in, any of its

right, title or interest in any Trademark if the grant of such Security Interest shall constitute or result in the abandonment of, invalidation of or rendering unenforceable any of its right, title or interest therein, or (ii) the security interest granted under Section 2 hereof attach to any United States trademark or service mark application filed on the basis of the Grantor's intent-to-use such mark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing and acceptance by the US Patent and Trademark Office of a verified "Statement of Use" pursuant to Section 1(d) of the Lanham Act or an "Amendment to Allege Use" pursuant to Section 1(c) of the Lanham Act with respect thereto, solely to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law.

#### **SECTION 4 Pledge and Security Agreement**

This Agreement has been executed and delivered by the Grantor for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The security interest granted pursuant to this Agreement is granted concurrently in conjunction with the security interest granted to the Collateral Agent pursuant to the Pledge and Security Agreement and is expressly subject to the terms and conditions thereof, and the Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby is more fully set forth in the Pledge and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the terms of the Pledge and Security Agreement, the terms of the Pledge and Security Agreement shall govern.

#### **SECTION 5 Termination, Release**

- (a) This Agreement, the Security Interest and all other security interests granted hereby shall terminate in accordance with Section 9.13 of the Pledge and Security Agreement.
- (b) Upon a Collateral Release Date, the Grantor shall be released from its obligations hereunder and the Security Interest in the Collateral of the Grantor shall be released in accordance with Section 5.13 of the Credit Agreement.
- (c) Upon any sale or other transfer by the Grantor of any Collateral that is permitted under the Credit Agreement, or upon the effectiveness of any written consent to the release of the Security Interest granted hereby in any Collateral pursuant to the Credit Agreement or the Pledge and Security Agreement, the Security Interest in such Collateral shall be automatically released.
- (d) In connection with any termination or release pursuant to paragraph (a), (b) or (c) of this Section 5, the Collateral Agent shall execute and deliver to the Grantor at

the Grantor's expense, all UCC termination statements, releases and similar documents that the Grantor shall reasonably request to evidence such termination or release; provided, however, that no such documents shall be required unless the Grantor shall have delivered to the Collateral Agent, at least ten Business Days prior to the date such documents are required by the Grantor, or such lesser period of time as agreed by the Collateral Agent, written request for release describing the item of Collateral and the consideration to be received in the sale, transfer, or other disposition and any expenses in connection therewith, together with a form of release for execution by the Collateral Agent and a certificate by the Grantor to the effect that the transaction is in compliance with the Loan Documents. Any execution and delivery of termination statements, releases, or other documents pursuant to this Section 5 shall be without recourse to or warranty by the Collateral Agent.

## **SECTION 6 Governing Law and Consent to Jurisdiction**

**THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND CONSTRUED AND ENFORCED IN ACCORDANCE WITH THE LAW OF THE STATE OF NEW YORK WITHOUT REGARD TO CONFLICT OF LAW PRINCIPLES THAT WOULD RESULT IN THE APPLICATION OF ANY LAW OTHER THAN THE LAW OF THE STATE OF NEW YORK. THE TERMS AND PROVISIONS OF SECTION 9.12 OF THE PLEDGE AND SECURITY AGREEMENT ARE INCORPORATED BY REFERENCE HEREIN WITH RESPECT HERETO AS IF FULLY SET FORTH HEREIN.**

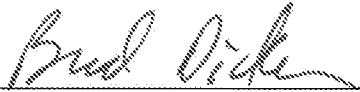
## **SECTION 7 Counterparts**

This Agreement and any amendments, waivers, consents or supplements hereto or in connection herewith may be executed in any number of counterparts and by different parties hereto in separate counterparts, each of which when so executed and delivered will be deemed an original, but all such counterparts together will constitute but one and the same instrument; signature pages may be detached from multiple separate counterparts and attached to a single counterpart so that all signature pages are physically attached to the same document. This Agreement will become effective upon the execution and delivery of a counterpart hereof by each of the parties hereto. Delivery of an executed signature page of this Agreement by facsimile or electronic transmission shall be effective as delivery of a manually executed counterpart hereof. The Collateral Agent may also require that any such facsimile or electronic transmission signatures be confirmed by a manually signed original thereof; provided that the failure to request or deliver the same shall not limit the effectiveness of any facsimile or electronic transmission signature delivered.

[Signature Page Follows]

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

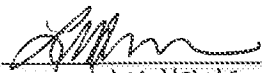
**BLUE APRON, LLC**

By   
Name: Brad Dickerson  
Title: Treasurer

[Blue Apron - Trademark Security Agreement]

**TRADEMARK**  
**REEL: 006127 FRAME: 0846**

ACCEPTED AND AGREED:  
MORGAN STANLEY SENIOR FUNDING, INC., as Collateral Agent

By   
Name: LISA JOHNSON  
Title: VP

[Blue Apron - Trademark Security Agreement]

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**TRADEMARK**  
**REEL: 006127 FRAME: 0847**



**SCHEDULE I**

**TRADEMARKS**

TRADEMARK APPLICATIONS

| <b>Trademark</b>                              | <b>Country</b> | <b>App. No.</b> | <b>Date</b> |
|---|----------------|-----------------|-------------|
| FOOD IS BETTER WHEN YOU<br>START FROM SCRATCH | USA            | 87239123        | 11/16/16    |
| ARBOR VITAE                                   | USA            | 87238896        | 11/16/16    |
| BLUE APRON FOODS                              | USA            | 86728768        | 08/18/15    |