

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM685832

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE RETAIL FIRM, LLC		11/04/2021	Limited Liability Company: ARKANSAS
RECEIVING PARTY DATA			
Name:	TREE LINE CAPITAL PARTNERS, LLC		
Street Address:	101 California St., Suite 1700		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	97037915	RF RETAIL FIRM	
CORRESPONDENCE DATA			
Fax Number:	9497254100		
<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>			
Phone:	9497254000		
Email:	amina@stradlinglaw.com		
Correspondent Name:	Arnold V. Mina		
Address Line 1:	Stradling Yocca Carlson & Rauth		
Address Line 2:	660 Newport Center Drive, Suite 1600		
Address Line 4:	Newport Beach, CALIFORNIA 92660		
ATTORNEY DOCKET NUMBER:	104285-0020		
NAME OF SUBMITTER:	Arnold V. Mina		
SIGNATURE:	/Arnold V Mina/		
DATE SIGNED:	11/04/2021		
Total Attachments: 4			
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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Guarantee and Security Agreement dated as of November 13, 2020, (as amended by the First Amendment to Credit Agreement dated as of November 4, 2021, and as may be further amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the “Agreement”) by and among the Obligors party thereto (each an “Obligor” and collectively, the “Obligors”) and Tree Line Capital Partners, LLC, as administrative agent and collateral agent (the “Agent”) for the benefit of the Secured Parties referenced therein, the undersigned Obligor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Agent for the ratable benefit of the Secured Parties.

The undersigned Obligor and the Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

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[Signature Page to Notice of Grant of Security Interest in Trademarks]

TRADEMARK
REEL: 007484 FRAME: 0195

Very truly yours,

THE RETAIL FIRM, LLC,
as Obligor



By: _____

Name: Chad Hetherington

Title: Chief Executive Officer

[Signature Page to Notice of Grant of Security Interest in Trademarks]

TRADEMARK
REEL: 007484 FRAME: 0196

Acknowledged and Accepted:

TREE LINE CAPITAL PARTNERS, LLC,
as the Agent

By: 
Name: Jon Schroeder
Title: Managing Partner

[Signature Page to Notice of Grant of Security Interest in Trademarks]

Schedule 1

See Attached

Registered Owner	Description	Application Number	Registration Date / Application Date
The Retail Firm, LLC	RF RETAIL FIRM	U.S. Serial No. 97037915	9/21/2021