

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM845828

|                                  |   |                       |  |
|----------------------------------|---|-----------------------|--|
| <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>                     |
| U & I Entertainment, LLC         |   | 10/13/2023            | Limited Liability Company:<br>DELAWARE |
| Established Brands, Inc.         |   | 10/13/2023            | Corporation: MINNESOTA                 |
| <b>RECEIVING PARTY DATA</b>      |   |                       |  |
| <b>Name:</b>                     | JPMorgan Chase Bank, N.A.   |                       |  |
| <b>Street Address:</b>           | 10 South Dearborn Street  |                       |  |
| <b>Internal Address:</b>         | Floor 35  |                       |  |
| <b>City:</b>                     | Chicago   |                       |  |
| <b>State/Country:</b>            | ILLINOIS  |                       |  |
| <b>Postal Code:</b>              | 60603   |                       |  |
| <b>Entity Type:</b>              | National Banking Association: UNITED STATES   |                       |  |
| <b>PROPERTY NUMBERS Total: 4</b> |   |                       |  |
| <b>Property Type</b>             | <b>Number</b>   | <b>Word Mark</b>      |  |
| <b>Registration Number:</b>      | 5671584   | YOK                   |  |
| <b>Registration Number:</b>      | 5753181   |                       |  |
| <b>Registration Number:</b>      | 5619278   | ALL OF US             |  |
| <b>Registration Number:</b>      | 5355653   | BITS MADE             |  |
| <b>CORRESPONDENCE DATA</b>       |   |                       |  |
| <b>Fax Number:</b>               |   |                       |  |
|                                  | <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>                    | 3128637141  |                       |  |
| <b>Email:</b>                    | kristen.lange@goldbergkohn.com  |                       |  |
| <b>Correspondent Name:</b>       | Kristen N. Lange, Paralegal   |                       |  |
| <b>Address Line 1:</b>           | c/o Goldberg Kohn Ltd.  |                       |  |
| <b>Address Line 2:</b>           | 55 E. Monroe Street, Ste. 3300  |                       |  |
| <b>Address Line 4:</b>           | Chicago, ILLINOIS 60603   |                       |  |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 1075.346  |                       |  |
| <b>NAME OF SUBMITTER:</b>        | Kristen N. Lange  |                       |  |
| <b>SIGNATURE:</b>                | /kristenlange/  |                       |  |

OP \$115.00 5671584

|                     |            |
|---------------------|------------|
| <b>DATE SIGNED:</b> | 10/13/2023 |
|---------------------|------------|

**Total Attachments: 5**

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## TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (as amended, restated, supplemented or modified from time to time, this "Trademark Security Agreement"), dated as of October 13, 2023, is by U & I ENTERTAINMENT, LLC, a Delaware limited liability company ("U & I") and ESTABLISHED BRANDS, INC., a Minnesota corporation ("Established", together with U & I, the "Grantors" and each a "Grantor"), in favor of JPMORGAN CHASE BANK, N.A. (the "Administrative Agent").

### WITNESSETH:

WHEREAS, pursuant to that certain Credit Agreement dated as of October 13, 2023, by and among Grantors (together with each other Person joined to the Credit Agreement as a borrower from time to time, each a "Borrower", and collectively, the "Borrowers"), the other Loan Parties party thereto from time to time, the Lenders party thereto from time to time and the Administrative Agent (as the same may be from time to time amended, restated, amended and restated, supplemented or otherwise modified, the "Credit Agreement"), the Lenders have agreed to make loans to the Borrowers;

WHEREAS, in connection with the Credit Agreement, each Grantor executed and delivered to the Administrative Agent that certain Pledge and Security Agreement dated as of October 13, 2023 by and among the Borrowers, the other Loan Parties party thereto from time to time and the Administrative Agent (as the same may be from time to time amended, restated, amended and restated, supplemented or otherwise modified, the "Security Agreement"); and

WHEREAS, in connection with the Security Agreement, each Grantor has agreed to execute and deliver to the Administrative Agent this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby agrees as follows:

1. DEFINED TERMS. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement or Credit Agreement, as applicable.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. Each Grantor hereby grants to the Administrative Agent a continuing first priority (subject to Permitted Encumbrances) security interest in all of each Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired to secure all of the Secured Obligations (collectively, the "Trademark Collateral"): (a) all trademarks (including service marks), trade names, trade dress, and trade styles and the registrations and applications for registration thereof and the goodwill of the business symbolized by the foregoing, including those registered trademarks referred to on Schedule I hereto; (b) all licenses of the foregoing, whether as licensee or licensor; (c) all renewals of the foregoing; (d) all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, including, without limitation, damages, claims, and payments for past and future infringements thereof; (e) all rights to sue for past, present, and future infringements of the foregoing, including the right to settle suits involving claims and demands for royalties owing; and (f) all rights corresponding to any of the foregoing throughout the world; *provided*, the Trademark Collateral shall not include any application to register any intent-to-use Trademark or service mark prior to the filing under applicable law of a verified statement of use (or the equivalent) for such Trademark or service mark to the extent the creation of a security interest therein or the grant of a mortgage thereon would void or invalidate such trademark or service mark; *provided*, that upon submission and acceptance by the United States Patent and Trademark Office of an amendment to

allege use pursuant to 15 U.S.C. Section 1060(a) (or any successor provision), such intent-to-use trademark application shall be considered Trademark Collateral.

3. **PLEDGE AND SECURITY AGREEMENT.** The security interests granted pursuant to this Trademark Security Agreement are granted in conjunction with the security interests granted to the Administrative Agent pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

4. **AUTHORIZATION TO SUPPLEMENT.** If each Grantor shall obtain rights to any new trademarks, the provisions of this Trademark Security Agreement shall automatically apply thereto. Each Grantor shall give prompt (and in any case in the next Compliance Certificate required to be delivered pursuant to the Credit Agreement) notice in writing to the Administrative Agent with respect to any such new trademarks. Without limiting any Grantor's obligations under this Section 4, each Grantor hereby authorizes the Administrative Agent unilaterally to modify this Trademark Security Agreement by amending Schedule I to include any such new trademark rights of each Grantor. Notwithstanding the foregoing, no failure to so modify this Trademark Security Agreement or amend Schedule I shall in any way affect, invalidate or detract from the continuing security interest of the Administrative Agent in all the Trademark Collateral, whether or not listed on Schedule I.

5. **COUNTERPARTS.** This Trademark Security Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but all such separate counterparts shall together constitute but one and the same instrument. In proving this Trademark Security Agreement in any judicial proceedings, it shall not be necessary to produce or account for more than one such counterpart signed by the party against whom such enforcement is sought. Any signatures delivered by a party by facsimile transmission or by e-mail transmission shall be deemed an original signature hereto.

6. **CHOICE OF LAW.** THIS TRADEMARK SECURITY AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE INTERNAL LAWS (AND NOT THE LAW OF CONFLICTS) OF THE STATE OF ILLINOIS, BUT GIVING EFFECT TO FEDERAL LAWS APPLICABLE TO NATIONAL BANKS.

*[signature page follows]*

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

**U & I ENTERTAINMENT, LLC**, a Delaware limited liability company

By:   
Name: Martin C. Hawk  
Title: Chief Executive Officer

**ESTABLISHED BRANDS, INC.**, a Minnesota corporation

By:   
Name: Martin C. Hawk  
Title: Chief Executive Officer

ACCEPTED AND ACKNOWLEDGED BY:

**JPMORGAN CHASE BANK, N.A.,**  
as Administrative Agent

By: Daniel Hendley  
Name: Daniel Hendley  
Title: Authorized Officer

**SCHEDULE I**  
**to**  
**TRADEMARK SECURITY AGREEMENT**  
  
**TRADEMARKS**

| MARK          | SERIAL NUMBER | STATUS     | REGISTRATION NUMBER | REGIS DATE | GRANTOR                  |
|---------------|---------------|------------|---------------------|------------|--------------------------|
| YOK           | 87979295      | Registered | 5671584             | 02/05/19   | U&I Entertainment, LLC   |
| [Design Only] | 87979955      | Registered | 5753181             | 05/14/19   | Established Brands, Inc. |
| ALL OF US     | 87978919      | Registered | 5619278             | 11/27/18   | Established Brands, Inc. |
| BITS MADE     | 86841483      | Registered | 5355653             | 12/12/17   | Established Brands, Inc. |