

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM449912

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Village Company, LLC		11/02/2017	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	MB Financial Bank, N.A.		
Street Address:	6111 N. River Road, 3rd Floor		
City:	Rosemont		
State/Country:	ILLINOIS		
Postal Code:	60018		
Entity Type:	N.A. (national association): ILLINOIS		
PROPERTY NUMBERS Total: 39			
Property Type	Number	Word Mark	
Registration Number:	2740656	MR. BUBBLE	
Registration Number:	2548954	MAKES GETTING CLEAN ALMOST AS MUCH FUN A	
Registration Number:	4218848	VILLAGE NATURALS BATH SHOPPE	
Registration Number:	4207684		
Registration Number:	5032342	MR. BUBBLE	
Registration Number:	4805001	BLISSFUL BODY	
Registration Number:	4947457	NUTRISEED COMPLEX	
Registration Number:	3033177	THE VILLAGE COMPANY	
Registration Number:	0761076	MR. BUBBLE	
Registration Number:	2978733	MR. BUBBLE	
Registration Number:	3199301		
Registration Number:	3450926	VILLAGE NATURALS FOOT ESSENTIALS	
Registration Number:	3737379	VILLAGE NATURALS THERAPY	
Registration Number:	1085243	VILLAGE	
Registration Number:	1864137	VILLAGE NATURALS	
Registration Number:	2845123		
Registration Number:	2338710	MR. BUBBLE	
Registration Number:	0982978	DEP	
Registration Number:	3276453	DEP	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	5006173	LA BELLA
Registration Number:	2172378	LA BELLA
Registration Number:	1640149	LA BELLA
Registration Number:	1269557	MINK DIFFERENCE
Registration Number:	3527453	EST. 1982 P&N COMPANY
Registration Number:	3676940	P&N
Registration Number:	4983621	PURE & NATURAL
Registration Number:	2064274	PURE & NATURAL
Registration Number:	2064273	PURE & NATURAL
Registration Number:	2064275	PURE & NATURAL
Registration Number:	4991718	SOFT & DRI DRIGEL
Registration Number:	0891693	SOFT & DRI
Registration Number:	0884762	THE DRY LOOK
Registration Number:	4812914	MAKES GETTING CLEAN ALMOST AS MUCH FUN A
Registration Number:	0645526	ADORN
Registration Number:	3373546	CONDITIONING SILK
Registration Number:	3957643	NURTURE YOURSELF AND THE WORLD AROUND YO
Registration Number:	2418727	LINIMENTO OBRERO
Serial Number:	87188006	YUM! SPA
Serial Number:	87633765	HALLU

CORRESPONDENCE DATA

Fax Number: 2029068669

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.

Phone: 202.906.8790

Email: smckeon@dykema.com

Correspondent Name: Dykema Gossett PLLC/Shannon Marie McKeon

Address Line 1: 1301 K Street, N.W., Suite 1100

Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER: 104069-0000906

NAME OF SUBMITTER: Shannon Marie McKeon

SIGNATURE: /Shannon Marie McKeon/

DATE SIGNED: 11/07/2017

Total Attachments: 9

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GRANT OF SECURITY INTEREST IN TRADEMARKS AND PATENTS

WHEREAS, THE VILLAGE COMPANY, LLC, a Minnesota limited liability company (“**Grantor**”), owns the trademarks, trademark registrations, trademark applications, and any and all goodwill associated therewith, and the patents and patent applications, in each case set forth on Schedule A and Schedule B attached hereto; and

WHEREAS, MB Financial Bank, N.A. (the “**Grantee**”), desires to acquire a security interest in, and lien on, all of Grantor’s right, title and interest in and to Grantor’s trademarks, trademark registrations, trademark applications and any and all goodwill associated therewith and patents and patent applications; and

WHEREAS, the Grantor is willing to grant to the Grantee a security interest in and lien upon the trademarks, trademark registrations, trademark applications and any and all goodwill associated therewith and patents and patent applications described above.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, and subject to the terms and conditions of the Credit and Security Agreement, dated as of November 2, 2017, between the Grantor and the Grantee (as amended, restated, modified or supplemented and in effect from time to time, the “**Credit Agreement**”), the Grantor hereby grants to the Grantee a security interest in, and a lien upon, all of Grantor’s right, title and interest in and to (i) the trademarks, trademark registrations, trademark applications, and any and all goodwill associated therewith (the “**Marks**”) set forth on Schedule A attached hereto, (ii) the patents and patent applications (the “**Patents**”) set forth on Schedule B attached hereto, in each case together with (iii) all Proceeds (as such term is defined in the Credit Agreement) of the Marks, (iv) all of the goodwill of the businesses with which the Marks are associated, and (v) all causes of action, past, present and future, for infringement, misappropriation, or dilution of any of the Marks and/or Patents or unfair competition regarding the same.

This GRANT OF SECURITY INTEREST is made to secure the satisfactory performance and payment of all the Obligations (as such term is defined in the Credit Agreement) of the Grantor and shall be effective as of the date of the Credit Agreement.

This Grant of Security Interest has been granted in conjunction with the security interest granted to Grantee under the Credit Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are without prejudice to, and are in addition to those set forth in the Credit Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant of Security Interest are deemed to conflict with the Credit Agreement, the provisions of the Credit Agreement shall govern.

[signature page to follow]

IN WITNESS WHEREOF, the undersigned have executed this Grant of Security Interest as of the date of the Credit Agreement.

GRANTOR:

THE VILLAGE COMPANY, LLC, a Minnesota
limited liability company

By: 

Name: Joe Dougherty

Title: Chief Financial Officer

GRANTEE:

MB FINANCIAL BANK, N.A.

By: _____

Name: Jeff Seiden

Title: Senior Vice President

IN WITNESS WHEREOF, the undersigned have executed this Grant of Security Interest as of the date of the Credit Agreement.

GRANTOR:

THE VILLAGE COMPANY, LLC, a Minnesota limited liability company

By: _____

Name: Joe Dougherty

Title: Chief Financial Officer

GRANTEE:

MB FINANCIAL BANK, N.A.

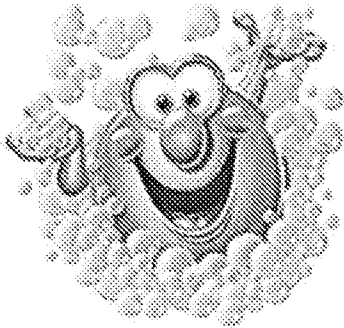
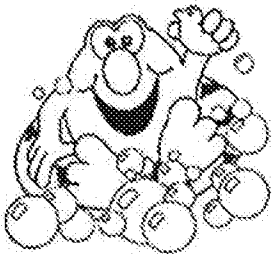
By: _____

Name: Jeff Seiden

Title: Senior Vice President

Schedule A - Trademarks

United States Trademarks (Registrations and Applications):

MR. BUBBLE	Registered	7/22/03	2,740,656	75/740,856	6/30/99
MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!	Registered	3/19/02	2,548,954	75/917,234	2/14/00
VILLAGE NATURALS BATH SHOPPE	Registered	10/2/12	4218848	85320481	5/13/11
Miscellaneous Design (Mr. Bubble) & Design (4)	Registered	9/11/12	4207684	85443653	10/10/11
					
MR. BUBBLE	Registered	8/30/16	5032342	86273852	5/7/14
BLISSFUL BODY	Registered	9/1/15	4805001	86279306	5/13/14
NUTRISEED COMPLEX	Registered	4/26/16	4947457	86512231	1/23/15
THE VILLAGE COMPANY	Registered	12/20/05	3033177	78975766	10/24/02
MR. BUBBLE	Registered	12/3/63	761,076	72/161,509	1/28/63
MR. BUBBLE	Registered	7/26/05	2978733	78241632	4/24/03
Miscellaneous Design (1) (Bubble Character Waving)	Registered	1/16/07	3199301	78241618	4/24/03
					
VILLAGE NATURALS FOOT ESSENTIALS	Registered	6/17/08	3,450,926	78/683,503	8/2/05

VILLAGE NATURALS THERAPY	Registered	1/12/10	3,737,379	77/171,798	5/3/07
VILLAGE	Registered	2/14/78	1,085,243	73/121,199	4/1/77
VILLAGE NATURALS	Registered	11/22/94	1,864,137	74/154,723	4/8/91
Miscellaneous Design (1) (Bubble Character)	Registered	5/25/04	2,845,123	75/740,857	6/30/99
					
MR. BUBBLE	Registered	4/4/00	2,338,710	75/740,679	6/30/99
DEP	Registered	4/30/74	982978	72443785	12/14/72
DEP & Design (1)	Registered	8/7/07	3276453	78534844	12/17/04
					
LA BELLA & Design (1)	Registered	7/26/16	5006173	86743753	9/1/15
LA BELLA	Registered	7/14/98	2172378	75208471	12/5/96
LA BELLA	Registered	4/9/91	1640149	73817152	8/3/89
MINK DIFFERENCE	Registered	3/13/84	1269557	73298551	2/25/81
EST. 1982 P&N COMPANY & Design (1)	Registered	11/4/08	3527453	77443605	4/9/08
P&N	Registered	9/1/09	3676940	77146647	4/2/07
PURE & NATURAL	Registered	6/21/16	4983621	86082241	10/3/13
PURE & NATURAL & Design (1)	Registered	5/27/97	2064274	74267324	4/20/92
PURE & NATURAL & Design (2)	Registered	5/27/97	2064273	74267312	4/20/92
PURE & NATURAL	Registered	5/27/97	2064275	74267549	4/20/92
SOFT & DRI DRIGEL	Registered	7/5/16	4991718	86745911	9/2/15
SOFT & DRI	Registered	5/26/70	891693	72309860	10/17/68

THE DRY LOOK	Registered	1/20/70	884762	72317498	1/27/69
MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY	Registered	9/15/15	4812914	86567616	3/18/15
ADORN	Registered	5/14/57	645526	72014150	8/17/56
CONDITIONING SILK	Registered	1/22/08	3373546	77024265	10/18/06
NURTURE YOURSELF AND THE WORLD AROUND YOU	Registered	5/10/11	3957643	85126670	9/10/10
LINIMENTO OBRERO	Registered	1/9/01	2418727	75672087	3/29/99
YUM! SPA	Pending	9/29/16		87188006	9/29/16
HALLU	Pending	10/4/17		87633765	10/4/17

Foreign Trademarks (Registrations and Applications):

AN	SOFT & DRI	Registered	5/20/80	7639	7639	5/20/80
AU	DEP (Stylized)	Registered	3/26/97	730949	730949	3/26/97
AU	SOFT & DRI	Registered	5/13/69	249352	249352	5/13/69
BB	MR. BUBBLE	Registered	1/27/98	811563	811563	1/27/88
BB	SOFT & DRI	Registered	5/24/79	813871	5031	5/24/79
BM	SOFT & DRI	Registered	6/4/69	6276	6276	6/4/69
BS	SOFT & DRI	Registered	4/29/69	5801	5801	4/29/69
CA	VILLAGE NATURALS THERAPY	Registered	3/17/16	TMA931899	1615487	2/25/13
CA	MR. BUBBLE	Registered	7/2/65	TMA140999	285263	10/22/64
CA	MR. BUBBLE	Registered	3/22/74	TMA198231	360318	1/11/73
CA	MR. BUBBLE & Design (2)	Registered	5/10/74	TMA 198975	362646	3/23/73
CA	VILLAGE NATURAL	Registered	1/13/97	TMA468566	683976	6/12/91
CA	VILLAGE	Registered	6/11/01	TMA546444	879365	5/25/98
CA	Miscellaneous Design (1) (Bubble Character Waving)	Registered	12/17/04	TMA628572	1086015	12/13/00
CA	MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!	Registered	12/15/04	TMA628436	1108517	7/4/01
CA	AVEC MR. BUBBLE, IL EST PRESQUE AUSSI AMUSANT DE SE LAVER QUE DE SESALIR!	Registered	12/17/04	TMA628575	1108516	7/4/01
CA	THE VILLAGE COMPANY	Registered	2/25/09	TMA735149	1159096	11/12/02
CA	VILLAGE	Registered	11/9/73	TMA195403	357224	9/22/72
CA	THE VILLAGE COMPANY & Design (1)	Registered	8/4/11	TMA803603	1396793	5/16/08
CA	DEP & Design (1)	Registered	2/19/08	TMA707713	1340774	3/23/07
CA	MINK DIFFERENCE	Registered	4/19/84	TMA290177	480220	12/29/81
CA	SOFT & DRI	Registered	2/4/02	TMA557342	1044162	1/27/00
CA	THE DRY LOOK	Registered	5/6/03	TMA580721	1043502	1/20/00

CA	SATIN DREAMS	Registered	5/28/09	TMA740963	1375365	12/10/07
CA	REVES SATINES	Registered	6/9/09	TMA741666	1375366	12/10/07
CA	FRAICHE ET PROPRE	Registered	11/19/09	TMA753517	1326922	12/5/06
CA	CONDITIONING SILK	Registered	9/4/09	TMA747025	1375370	12/10/07
CA	DOUX BONHEUR	Registered	3/11/10	TMA761388	1423713	7/1/09
CL	SOFT & DRI	Registered	9/17/08	827805	913695	3/31/08
CN	DEP (and DEP in Chinese Characters) & Design (1)	Registered	4/28/10	6880288	6880288	8/4/08
CN	DEP (Chinese Characters) (2)	Registered	4/21/99	1265189	1265189	11/27/97
CN	DEP (Stylized) & Design (1)	Registered	1/28/98	1146378	1146378	11/1/96
CN	DEP (Stylized) (1)	Registered	11/10/89	503302	503302	12/21/88
CN	Miscellaneous Design (Mr. Bubble) & Design (5)	Registered	7/11/14	2014F00108584		5/29/14
CN	Miscellaneous Design (Mr. Bubble in Tub) & Design (6)	Registered	7/11/14	2014F00108586		5/29/14
CN	Miscellaneous Design (Mr. Bubble with feet) (1)	Registered	7/11/14	2014F00108585		5/29/14
CN	MR. BUBBLE	Pending	9/2/13		13173107	9/2/13
CN	MR. BUBBLE (Chinese Characters)	Pending	9/25/13		13285363	9/25/13
CO	DEP (Stylized)	Registered	4/19/02	258110	371106	11/19/92
CO	SOFT & DRI	Registered	12/15/93	147642	92359039	4/8/92
CO	SOFT & DRI	Registered	2/27/09	370450	843761	4/29/08
CR	DEP (Stylized)	Registered	5/13/93	82680		10/23/91
CR	DEP	Registered	5/13/93	82680	19915105	10/23/91
CR	SOFT & DRI	Registered	9/7/70	41394	19004139403	1/1/69
DK	SOFT & DRI	Registered	10/30/70	3322/1970	1619/69	4/23/69
DO	MR. BUBBLE	Registered	12/1/16	235130	201630525	9/1/16
DO	DEP (Stylized)	Registered	5/15/92	53384	94679	3/18/92
DO	LA BELLA	Registered	2/17/14	209548	201313318	5/15/13
DO	SOFT & DRI	Registered	2/14/72	20285		1/5/72
EM	MR. BUBBLE	Registered	5/29/13	10457497	10457497	11/30/11
FI	SOFT & DRI	Registered	9/7/70	57297	196902516	5/30/69
GB	SOFT & DRI & Design (1)	Registered	8/15/08	2483631	2483631	3/31/08
GT	DEP	Registered	7/13/93	69260	2013002378	12/23/91
GT	SOFT & DRI	Registered	8/25/71	23894		7/29/70
HK	SOFT & DRI	Registered	12/8/76	1981B0336	1981B0336	12/8/76
IL	MR. BUBBLE	Registered	1/13/72	31347	31347	12/28/69
IN	SOFT & DRI	Pending	5/1/97		757831	5/1/97
JP	DEP	Registered	5/23/90	850122	22070689	3/19/90
JP	SOFT & DRI	Registered	8/19/87	1977916	1036783	11/15/83
KE	DEP	Pending	5/24/89		37194	5/24/89
KW	DEP (Stylized)	Registered	11/22/89	22077	23664	11/22/89
MX	Miscellaneous Design (Mr. Bubble) & Design (4)	Registered	2/15/17	1721323	1724556	9/2/16

MX	THE DRY LOOK	Registered	8/28/95	501455	239160	8/3/95
MX	MR. BUBBLE	Registered	2/17/17	1721322	1724551	9/2/16
NI	MR. BUBBLE	Registered	7/21/15	2015110339 LM	2014004594	12/12/14
NI	SOFT & DRI	Registered	3/11/70	22357	22357	1/18/70
NZ	SOFT & DRI	Registered	6/3/69	B90401	90401	6/3/69
OM	DEP (Stylized)	Registered	4/19/93	2098	2098	8/15/89
PA	SOFT & DRI	Registered	10/22/81	15279	15279	10/22/71
PE	DEP & Design (2)	Registered	6/28/02	91388	135167	9/24/01
PE	DEP (Stylized)	Registered	2/14/92	95934	190692	9/4/91
PR	SOFT & DRI	Registered	9/19/13	206351	202594031	9/19/13
PY	DEP	Registered	10/27/99	218820	142002	10/10/91
PY	DEP (Stylized)	Registered	10/27/99	218820	26883	10/27/91
PY	SOFT & DRI	Registered	12/26/14	409168	730511	9/12/07
QA	DEP (Stylized)	Registered	6/8/94	7397	7397	5/23/89
RU	DEP (Stylized)	Registered	11/20/89	87197	112371	3/31/89
SV	SOFT & DRI	Registered	6/7/70	18278		2/3/70
TW	DEP (Chinese Characters)	Registered	12/1/99	867114	87054817	11/11/98
TW	DEP	Registered	3/1/02	987057	90000757	1/10/01
TW	DEP (Chinese Characters)	Registered	1/16/88	388451		
UY	SOFT & DRI	Registered	9/11/08	384790	384790	9/17/07
VE	SOFT & DRI	Registered	6/8/71	65456-F	2498	4/15/70
VE	THE DRY LOOK	Registered	12/3/74	F077852	1972003967	1/1/72
ZA	SOFT & DRI	Registered	5/15/72	B1969017311	691731	4/21/69

Schedule B - Patents

Country	Patent Title	Patent #/ (Application #)	Issue Date/ (File Date)	Owner

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RECORDED: 11/07/2017

TRADEMARK
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