

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM452329

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BRADY ENTERPRISES, INC.		11/21/2017	Corporation: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Eastern Bank		
Street Address:	265 Franklin Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02110		
Entity Type:	Bank: UNITED STATES		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1459425	PIE SPICER	
Registration Number:	1075634	BELL'S	
Registration Number:	1023358	BEI	
Registration Number:	0834046	BAR-TENDER'S BRAND	
Registration Number:	0359931		
Registration Number:	0344184		
CORRESPONDENCE DATA			
Fax Number:	8004947512		
<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:	2023704750		
Email:	ipteam@cogencyglobal.com		
Correspondent Name:	Darlena Bari Stark		
Address Line 1:	1025 VERMONT AVE NW, SUITE 1130		
Address Line 2:	COGENCY GLOBAL INC.		
Address Line 4:	WASHINGTON, D.C. 20005		
ATTORNEY DOCKET NUMBER:	F174027		
NAME OF SUBMITTER:	Lisa A. Cobbett		
SIGNATURE:	/Lisa A. Cobbett/		

OP \$165.00 1459425

DATE SIGNED:	11/28/2017
Total Attachments: 4 source=Brady Trademark#page2.tif source=Brady Trademark#page3.tif source=Brady Trademark#page4.tif source=Brady Trademark#page5.tif	

GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, BRADY ENTERPRISES, INC., a Massachusetts corporation (the "Grantor"), hereby grants to EASTERN BANK (the "Grantee"), a continuing security interest in (i) all of the Grantor's right, title and interest in, to and under to the United States trademarks, trademark registrations and trademark applications (the "Marks") set forth on Schedule A attached hereto, (ii) all proceeds and products of the Marks, (iii) the goodwill of the businesses with which the Marks are associated and (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks.

THIS GRANT is made to secure the satisfactory performance and payment of all the Obligations of the Grantor, as such term is defined in the Credit and Security Agreement by, among others, the Grantor and the Grantee, dated as of the date hereof (as amended, modified, restated and/or supplemented from time to time, the "Credit Agreement"). The rights and remedies of the Grantee with respect to the security interest granted herein are as 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 are deemed to conflict with the Credit Agreement, the provisions of the Credit Agreement shall govern.

[Signatures included on the following page]

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the 21st day of
November, 2017.

BRADY ENTERPRISES, INC., as Grantor

By: *Michael L. Crow*

Name: Michael L. Crow

Title: Secretary

EASTERN BANK, as Grantee

By:

Name: _____

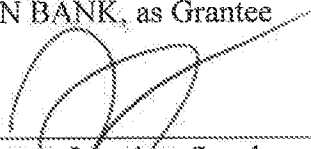
Title: _____

IN WITNESS WHEREOF, the undersigned have executed this Grant as of the 21st day of
November, 2017.




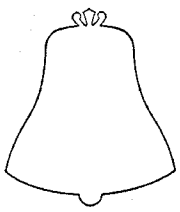
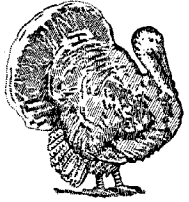
BRADY ENTERPRISES, INC., as Grantor

By: _____
Name: _____
Title: _____

EASTERN BANK, as Grantee

By:  _____
Name: Jonathan Sanchez
Title: Vice President

SCHEDULE A

Mark	Country	Registrant	Application No.	Application Date	Registration No.	Registration Date
PIE SPICER  Disclaims: "PIE"	USA	Brady Enterprises, Inc.	73633165	12/1/1986	1459425	9/29/1987
BELL'S 	USA	Brady Enterprises, Inc.	73111131	12/30/1976	1075634	12/30/1976
BEI 	USA	Brady Enterprises, Inc.	73031796	09/12/1974	1023358	10/21/1975
BAR-TENDER'S BRAND	USA	Brady Enterprises, Inc.	72241231	03/17/1966	0834046	08/22/1967
Design Only 	USA	Brady Enterprises, Inc.	71391680	04/22/1936	0359931	09/06/1938
Design Only 	USA	Brady Enterprises, Inc.	71384114	10/08/1936	0344184	03/16/1937