

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM460805

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Buffalo Wild Wings, Inc.		02/05/2018	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	BARCLAYS BANK PLC, as Collateral Agent		
Street Address:	745 Seventh Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	Public Limited Company: ENGLAND		
PROPERTY NUMBERS Total: 62			
Property Type	Number	Word Mark	
Registration Number:	5020494	BLAZIN' REWARDS	
Registration Number:	5228663	GAME OF RIVALS	
Registration Number:	5172079	NOWHERE IS SPORTS MORE ALIVE	
Registration Number:	4999438	WING WISDOM	
Registration Number:	4667773	GAMEBREAK	
Registration Number:	4667774	GAMEBREAK	
Registration Number:	4797894	WINGS. BEER. SPORTS.	
Registration Number:	4502725	BLAZIN' BONUS	
Registration Number:	4548383	TEAM UP FOR KIDS	
Registration Number:	4522681	BUFFALO WILD WINGS BOWL	
Registration Number:	4519293	BUFFALO WILD WINGS WINGS. BEER. SPORTS.	
Registration Number:	4893229	BUFFALO WILD WINGS WINGS. BEER. SPORTS.	
Registration Number:	4396837		
Registration Number:	4293524		
Registration Number:	4129863	B-DUBS	
Registration Number:	4172335	SLAMMERS	
Registration Number:	4030053	WINGS. BEER. SPORTS.	
Registration Number:	3914487	DESERT HEAT	
Registration Number:	4252266	TABLEGATING	

CH \$1565.00 5020494

Property Type	Number	Word Mark
Registration Number:	4021358	BW-3
Registration Number:	3689074	BLAZIN' CHALLENGE
Registration Number:	4152108	BUFFALO WILD WINGS
Registration Number:	3908378	
Registration Number:	3908379	
Registration Number:	3699826	BUFFALO WILD WINGS GRILL & BAR
Registration Number:	3765434	
Registration Number:	3765435	
Registration Number:	3558517	SMILIN', SIZZLIN', SCREAMIN'
Registration Number:	3558518	SAUCE-SPUN WINGS
Registration Number:	3514338	BLAZIN'
Registration Number:	3386873	YOU HAVE TO BE HERE
Registration Number:	3154168	WALL-TO-WALL SPORTS
Registration Number:	3241654	WING TUESDAYS
Registration Number:	3241656	BONELESS THURSDAYS
Registration Number:	3183759	MARGARITA MAYHEM
Registration Number:	3396070	ASIAN ZING
Registration Number:	3133129	TAKE THE FLAVOR HOME
Registration Number:	3415724	BWW
Registration Number:	3106653	BUFFALO WILD WINGS GRILL & BAR
Registration Number:	3335319	BWW
Registration Number:	3063713	BUFFALO CIRCLE
Registration Number:	3036787	NAKED TENDERS
Registration Number:	3303367	B-DUBS
Registration Number:	2961219	BWLD
Registration Number:	2950565	
Registration Number:	2950566	
Registration Number:	2871217	
Registration Number:	2950567	
Registration Number:	2966286	BLAZIN'
Registration Number:	3048542	WILD
Registration Number:	2914520	BUFFALITO
Registration Number:	2905689	WINGS. BEER. SPORTS. ALL THE ESSENTIALS.
Registration Number:	3038772	BUFFALO WILD WINGS
Registration Number:	3038771	BUFFALO WILD WINGS
Registration Number:	3038769	BUFFALO WILD WINGS GRILL & BAR
Registration Number:	3038770	BUFFALO WILD WINGS GRILL & BAR
Registration Number:	2234404	SOMETHING WILD HAS COME TO TOWN!

Property Type	Number	Word Mark
Registration Number:	2247812	HOME OF THE REAL WING
Registration Number:	2187765	BUFFALO WILD WINGS GRILL & BAR
Registration Number:	2239550	BUFFALO WILD WINGS
Registration Number:	1496316	BUFFALO WILD WINGS & WECK
Registration Number:	1497262	BW-3 BUFFALO WILD WINGS AND WECK THE REA

CORRESPONDENCE DATA

Fax Number: 4045725135

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: 404-572-3493

Email: kosborne@kslaw.com

Correspondent Name: Karen Osborne, Senior Paralegal

Address Line 1: 1180 Peachtree Street, N.E.

Address Line 2: King & Spalding LLP

Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	17514.015006
NAME OF SUBMITTER:	Karen Osborne
SIGNATURE:	//Karen Osborne//
DATE SIGNED:	02/05/2018

Total Attachments: 7

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Notice of Grant of Security Interest in Intellectual Property

NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS, dated as of February 5, 2018 (this “*Notice*”), made by Buffalo Wild Wings, Inc., a corporation formed under the laws of Minnesota (the “Pledgor”), in favor of BARCLAYS BANK PLC, as Collateral Agent (as defined below).

Reference is made to the Security Agreement, dated as of February 5, 2018 (as amended, restated, supplemented or otherwise modified from time to time, the “Security Agreement”), among INSPIRE BRANDS, INC. (F/K/A ARG HOLDING CORPORATION), a corporation formed under the laws of Delaware, ARG IH LLC, a limited liability company formed under the laws of Delaware, IRB HOLDING CORP., a corporation formed under the laws of Delaware (the “Borrower”), each Subsidiary of the Borrower from time to time party thereto and BARCLAYS BANK PLC, as collateral agent for the Secured Parties referred to therein (together with its successors and permitted assigns in such capacity, the “Collateral Agent”).

SECTION 1. ***Terms.*** Capitalized terms used in this Notice and not otherwise defined herein have the meanings specified in the Security Agreement. The rules of construction specified in Section 1.1(b) of the Security Agreement also apply to this Notice.

SECTION 2. ***Grant of Security Interest.*** As security for the payment and performance, as applicable, in full of the Secured Obligations, the Pledgor pursuant to the Security Agreement did, and hereby does, grant to the Collateral Agent, its successors and permitted assigns, for the benefit of the Secured Parties, a continuing security interest in all of the Pledgor’s right, title and interest in, to and under any and all of the following assets now owned or at any time hereafter acquired by the Pledgor or in which the Pledgor now has or at any time in the future may acquire any right, title or interest (collectively, but excluding any Excluded Property, the “Trademark Collateral”): all Trademarks, including those listed on Schedule I; provided, however, that the foregoing pledge, assignment and grant of security interest will not cover any “intent-to-use” applications for trademark or service mark registrations filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. §1051, unless and until an Amendment to Allege Use or a Statement of Use under Section 1(c) or 1(d) of the Lanham Act has been filed and deemed in conformance with Section 1(a) of the Lanham Act or examined and accepted by the United States Patent and Trademark Office, to the extent, if any, that any assignment of an “intent-to-use” application prior thereto would violate the Lanham Act or any other Excluded Property.

SECTION 3. ***Security Agreement.*** The security interests granted to the Collateral Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Collateral Agent pursuant to the Security Agreement. The Pledgor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the Trademark Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Notice and the Security Agreement, the terms of the Security Agreement shall govern.

SECTION 4. ***Counterparts.*** This Notice may be executed in two or more counterparts, each of which shall constitute an original but all of which when taken together shall constitute but one

contract. Delivery of an executed counterpart to this Notice by facsimile or other electronic transmission shall be as effective as delivery of a manually signed original.

SECTION 5. ***Governing Law.*** THIS NOTICE AND ANY CLAIMS, CONTROVERSY, DISPUTE OR CAUSES OF ACTION (WHETHER IN CONTRACT OR TORT OR OTHERWISE) BASED UPON, ARISING OUT OF OR RELATING TO THIS NOTICE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES UNDER THIS NOTICE, INCLUDING BUT NOT LIMITED TO THE VALIDITY, INTERPRETATION, CONSTRUCTION, BREACH, ENFORCEMENT OR TERMINATION HEREOF, SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAWS OF THE STATE OF NEW YORK.

[Signature Pages Follow]

IN WITNESS WHEREOF, the parties hereto have duly executed this Notice as of the day and year first above written.

BUFFALO WILD WINGS, INC.

By: _____

Name: J. David Pipes

Title: Vice President

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

TRADEMARK
REEL: 006265 FRAME: 0357

BARCLAYS BANK PLC. as Collateral Agent

By: 

Name: Ronnie Glenn

Title: Vice President

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

TRADEMARK
REEL: 006265 FRAME: 0358

Schedule I
to Notice of Grant of Security Interest in Trademarks

Trademarks Owned by the Pledgor

United States Trademarks

No.	Title	App. No.	App. Date	Reg. No.	Reg. Date	Owner
1.	BLAZIN' REWARDS	86708024	7/29/2015	5020494	8/16/2016	BUFFALO WILD WINGS, INC.
2.	GAME OF RIVALS	86645626	5/29/2015	5228663	6/20/2017	BUFFALO WILD WINGS, INC.
3.	NOWHERE IS SPORTS MORE ALIVE	86584111	4/1/2015	5172079	3/28/2017	BUFFALO WILD WINGS, INC.
4.	WING WISDOM	86584116	4/1/2015	4999438	7/12/2016	BUFFALO WILD WINGS, INC.
5.	GAMEBREAK	86372008	8/20/2014	4667773	1/6/2015	BUFFALO WILD WINGS, INC.
6.	GAMEBREAK	86372016	8/20/2014	4667774	1/6/2015	BUFFALO WILD WINGS, INC.
7.	WINGS. BEER. SPORTS.	86299031	6/3/2014	4797894	8/25/2015	BUFFALO WILD WINGS, INC.
8.	BLAZIN' BONUS	85782794	11/19/2012	4502725	3/25/2014	BUFFALO WILD WINGS, INC.
9.	TEAM UP FOR KIDS	85731904	9/18/2012	4548383	6/10/2014	BUFFALO WILD WINGS, INC.
10.	BUFFALO WILD WINGS BOWL	85685575	7/24/2012	4522681	4/29/2014	BUFFALO WILD WINGS, INC.
11.	BUFFALO WILD WINGS WINGS. BEER. SPORTS.	85981173	11/2/2011	4519293	4/22/2014	BUFFALO WILD WINGS, INC.
12.	BUFFALO WILD WINGS WINGS. BEER. SPORTS.	85462787	11/2/2011	4893229	1/26/2016	BUFFALO WILD WINGS, INC.
13.	Design Only	85462789	11/2/2011	4396837	9/3/2013	BUFFALO WILD WINGS, INC.
14.	Design Only	85978339	11/2/2011	4293524	2/19/2013	BUFFALO WILD WINGS, INC.
15.	B-DUBS	85348367	6/16/2011	4129863	4/17/2012	BUFFALO WILD WINGS, INC.
16.	SLAMMERS	85155041	10/18/2010	4172335	7/10/2012	BUFFALO WILD WINGS, INC.
17.	WINGS. BEER. SPORTS.	85131612	9/16/2010	4030053	9/20/2011	BUFFALO WILD WINGS, INC.
18.	DESERT HEAT	85080272	7/8/2010	3914487	2/1/2011	BUFFALO WILD WINGS, INC.
19.	TABLEGATING	85063111	6/15/2010	4252266	12/4/2012	BUFFALO WILD WINGS, INC.
20.	BW-3	85010708	4/9/2010	4021358	9/6/2011	BUFFALO WILD WINGS, INC.
21.	BLAZIN' CHALLENGE	77689778	3/12/2009	3689074	9/29/2009	BUFFALO WILD WINGS, INC.
22.	BUFFALO WILD WINGS	77654679	1/22/2009	4152108	6/5/2012	BUFFALO WILD WINGS, INC.

23.	Design Only	77455704	4/23/2008	3908378	1/18/2011	BUFFALO WILD WINGS, INC.
24.	Design Only	77455709	4/23/2008	3908379	1/18/2011	BUFFALO WILD WINGS, INC.
25.	BUFFALO WILD WINGS GRILL & BAR	77456114	4/23/2008	3699826	10/20/2009	BUFFALO WILD WINGS, INC.
26.	Design Only	77978749	4/23/2008	3765434	3/23/2010	BUFFALO WILD WINGS, INC.
27.	Design Only	77978750	4/23/2008	3765435	3/23/2010	BUFFALO WILD WINGS, INC.
28.	SMILIN', SIZZLIN', SCREAMIN'	77272879	9/6/2007	3558517	1/6/2009	BUFFALO WILD WINGS, INC.
29.	SAUCE-SPUN WINGS	77272883	9/6/2007	3558518	1/6/2009	BUFFALO WILD WINGS, INC.
30.	BLAZIN'	78958362	8/23/2006	3514338	10/7/2008	BUFFALO WILD WINGS, INC.
31.	YOU HAVE TO BE HERE	78931603	7/18/2006	3386873	2/19/2008	BUFFALO WILD WINGS, INC.
32.	WALL-TO-WALL SPORTS	78806363	2/3/2006	3154168	10/10/2006	BUFFALO WILD WINGS, INC.
33.	WING TUESDAYS	78806226	2/3/2006	3241654	5/15/2007	BUFFALO WILD WINGS, INC.
34.	BONELESS THURSDAYS	78806385	2/3/2006	3241656	5/15/2007	BUFFALO WILD WINGS, INC.
35.	MARGARITA MAYHEM	78806375	2/3/2006	3183759	12/12/2006	BUFFALO WILD WINGS, INC.
36.	ASIAN ZING	78751315	11/10/2005	3396070	3/11/2008	BUFFALO WILD WINGS, INC.
37.	TAKE THE FLAVOR HOME	78725022	10/3/2005	3133129	8/22/2006	BUFFALO WILD WINGS, INC.
38.	BWW	78663479	7/5/2005	3415724	4/22/2008	BUFFALO WILD WINGS, INC.
39.	BUFFALO WILD WINGS GRILL & BAR	78663478	7/5/2005	3106653	6/20/2006	BUFFALO WILD WINGS, INC.
40.	BWW	78978287	7/5/2005	3335319	11/13/2007	BUFFALO WILD WINGS, INC.
41.	BUFFALO CIRCLE	78590556	3/18/2005	3063713	2/28/2006	BUFFALO WILD WINGS, INC.
42.	NAKED TENDERS	78424314	5/25/2004	3036787	12/27/2005	BUFFALO WILD WINGS, INC.
43.	B-DUBS	78295040	9/2/2003	3303367	10/2/2007	BUFFALO WILD WINGS, INC.
44.	BWLD	78295069	9/2/2003	2961219	6/7/2005	BUFFALO WILD WINGS, INC.
45.	Design Only	76536801	8/11/2003	2950565	5/10/2005	BUFFALO WILD WINGS, INC.
46.	Design Only	76536802	8/11/2003	2950566	5/10/2005	BUFFALO WILD WINGS, INC.
47.	Design Only	76536815	8/11/2003	2871217	8/10/2004	BUFFALO WILD WINGS, INC.
48.	Design Only	76536816	8/11/2003	2950567	5/10/2005	BUFFALO WILD WINGS, INC.
49.	BLAZIN'	78277481	7/22/2003	2966286	7/12/2005	BUFFALO WILD WINGS, INC.

50.	WILD	78277477	7/22/2003	3048542	1/24/2006	BUFFALO WILD WINGS, INC.
51.	BUFFALITO	78277470	7/22/2003	2914520	12/28/2004	BUFFALO WILD WINGS, INC.
52.	WINGS. BEER. SPORTS. ALL THE ESSENTIALS.	76511448	5/6/2003	2905689	11/30/2004	BUFFALO WILD WINGS, INC.
53.	BUFFALO WILD WINGS	76363171	1/25/2002	3038772	1/10/2006	BUFFALO WILD WINGS, INC.
54.	BUFFALO WILD WINGS	76363161	1/25/2002	3038771	1/10/2006	BUFFALO WILD WINGS, INC.
55.	BUFFALO WILD WINGS GRILL & BAR	76363152	1/25/2002	3038769	1/10/2006	BUFFALO WILD WINGS, INC.
56.	BUFFALO WILD WINGS GRILL & BAR	76363160	1/25/2002	3038770	1/10/2006	BUFFALO WILD WINGS, INC.
57.	SOMETHING WILD HAS COME TO TOWN!	75511749	7/1/1998	2234404	3/23/1999	BUFFALO WILD WINGS, INC.
58.	HOME OF THE REAL WING	75510479	6/24/1998	2247812	5/25/1999	BUFFALO WILD WINGS, INC.
59.	BUFFALO WILD WINGS GRILL & BAR	75364510	9/29/1997	2187765	9/8/1998	BUFFALO WILD WINGS, INC.
60.	BUFFALO WILD WINGS	75286844	5/5/1997	2239550	4/13/1999	BUFFALO WILD WINGS, INC.
61.	BUFFALO WILD WINGS & WECK	73695006	11/13/1987	1496316	7/12/1988	BUFFALO WILD WINGS, INC.
62.	BW-3 BUFFALO WILD WINGS AND WECK THE REAL WING	73694348	11/9/1987	1497262	7/19/1988	BUFFALO WILD WINGS, INC.