

Principal Trademarks Registered with the United States Patent and Trademark Office

The principal trademarks identified in the schedule below are a part of the Licensed Marks and are registered with the United States Patent and Trademark Office (the “USPTO”). You will use the identified marks in connection with the System and the Franchised Business unless otherwise designated by us. As to these marks, all required affidavits have been filed with the USPTO.

| Mark | USPTO Registration Number | Registration Type | Registration Date |
|---------------------------------|---------------------------|-------------------|-------------------|
| PLAYA BOWLS | 5511222 | Principal | July 10, 2018 |
| Welcome to Pineappleland | 5579740 | Principal | October 9, 2018 |
| New Jersey’s Original Acai Shop | 5923152 | Supplemental | November 26, 2019 |
| PLAYA CLUB | 5976059 | Principal | February 4, 2020 |
| Playa Coconut | 6452475 | Principal | August 17, 2021 |
| Playanola | 6551133 | Principal | November 9, 2021 |
| Playa Pitaya | 7287657 | Principal | January 23, 2024 |
| Playa Rewards | 7685001 | Principal | February 11, 2025 |
| Surf Quencher | 8003738 | Principal | October 28, 2025 |
| Playa Power | 8013891 | Principal | November 4, 2025 |
| Electric Mermaid | 8013910 | Principal | November 4, 2025 |
| Pacific | 8013943 | Principal | November 4, 2025 |
| Tide | 8096013 | Principal | January 6, 2026 |
| Stupid Cupid | 8096014 | Principal | January 6, 2026 |
| 8th Ave | 8117628 | Principal | January 27, 2026 |
| Lola | 8144428 | Principal | February 17, 2026 |
| Nica | 8144585 | Principal | February 17, 2026 |
| Olas | 8144626 | Principal | February 17, 2026 |

Principal Trademarks Not Registered with the United States Patent and Trademark Office

The following principal trademarks identified in the schedule below are a part of the Licensed Marks and will be used by you in connection with the System and the Franchised Business unless otherwise designated by us.

Such marks are not currently registered with the USPTO, but as indicated below, some currently are a part of pending applications for registration at the USPTO. Such marks do not have the legal benefits and rights that are afforded to federally registered trademarks. If our right to use such marks is challenged, you may have to change to an alternative trademark, which may increase your expenses.

| Mark | Serial Number for Registration Application Filed with USPTO Application | Application Type | Application Date |
|------------------------|---|------------------|-------------------|
| The Original Açaí Shop | 99118735 | Principal | April 3, 2025 |
| Pura Vida | 99247777 | Principal | June 23, 2025 |
| Ocean Ave | 99285082 | Principal | July 15, 2025 |
| PLAYA BOWLS | 99665216 | Principal | February 23, 2026 |

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| | | by us and within 60 days of such appointment the Operating Manager must complete, to our satisfaction, our initial training program. Within 12 months of the date of death or disability, the Franchise Agreement must be transferred to a transferee approved by us and otherwise transferred in accordance with the terms of the Franchise Agreement. If the franchisee is a Corporate Entity, within 30 days of the death or permanent disability of your Managing Owner, if there are other Owners, must appoint a replacement Operating Manager approved by us and within 60 days of such appointment the replacement Operating Manager must complete, to our satisfaction, our initial training program. |
| q. Non-competition covenants during the term of the franchise | 6 | No involvement in any competitive business and must comply with confidentiality, non-disclosure, and non-solicitation covenants. <u>Subject to applicable state law.</u> |
| r. Non-competition covenants after the franchise is terminated or expires | 6 | No involvement, ownership, or interest whatsoever for 24 months in any competing business in: your Designated Territory; a 25-mile radius of your Designated Territory; a 10-mile radius of the Designated Territory of any other Shop; and you must comply with confidentiality, non-disclosure, and non-solicitation covenants. <u>Subject to applicable state law.</u> |
| s. Modification of the agreement | 18.L. | Requires writing signed by you and us, except for unilateral changes that we may make to the Operations Manual or our unilateral reduction of the scope of a restrictive covenant that we may make in our discretion. |
| t. Integration/merger clauses | 18.M. | Only the terms of the Franchise Agreement and schedules to the Franchise Agreement and the respective signed exhibits to the Franchise Agreement are binding, subject to state law. Nothing in any agreement is intended to disclaim the express representations made in the Franchise Disclosure Document, its exhibits, and amendments. Any representations or promises outside of the Franchise Disclosure Document and other agreements may not be enforceable. |
| u. Dispute resolution by arbitration or mediation | 18.G. | Except for certain claims for injunctive relief, all disputes must first be submitted to non-binding mediation within Monmouth County, New Jersey or the nearest suitable location to our corporate headquarters at the time such mediation is conducted as chosen by the mediator and, if mediation is unsuccessful, then to binding arbitration in Monmouth County, New Jersey or the nearest suitable location to our corporate headquarters at the time such arbitration is conducted as chosen by the arbitrator. This provision is subject to applicable state law. |
| v. Choice of forum | 18.G. | Except for certain claims for injunctive relief, all litigation proceedings must be conducted in, the appropriate State or Federal Court within or closest to either Monmouth County, New Jersey or the State or Federal Court nearest to our |