

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM434869

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest in Trademarks		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Fifth Third Bank, as Agent		06/23/2017	banking corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Juice Plus+ Company, LLC		
<b>Street Address:</b>	140 Crescent Drive		
<b>City:</b>	Collierville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38017		
<b>Entity Type:</b>	Limited Liability Company: TENNESSEE		
<b>PROPERTY NUMBERS Total: 25</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3369518	NSA VIRTUAL OFFICE	
<b>Registration Number:</b>	3298660	VINEYARD BLEND	
<b>Registration Number:</b>	2761699	JUICE PLUS+ ORCHARD BLEND	
<b>Registration Number:</b>	2758840	JUICE PLUS+ GARDEN BLEND	
<b>Registration Number:</b>	2573762	PART TIME MAGIC	
<b>Registration Number:</b>	3695846	EMBRACE. SHARE. INSPIRE.	
<b>Registration Number:</b>	3365129	THE NEXT BEST THING TO FRUITS AND VEGETA	
<b>Registration Number:</b>	2474348	JUICE PLUS+ COMPLETE	
<b>Registration Number:</b>	2402849	VIRTUAL FRANCHISE	
<b>Registration Number:</b>	2158471	JUICE PLUS+	
<b>Registration Number:</b>	2150527	NSA	
<b>Registration Number:</b>	2152095	NSA	
<b>Registration Number:</b>	2176291	JUICE PLUS+	
<b>Registration Number:</b>	2154665	JUICE PLUS+ THINS	
<b>Registration Number:</b>	1854442	JUICE PLUS +	
<b>Registration Number:</b>	1797708	50C	
<b>Registration Number:</b>	1724115	NSA	
<b>Registration Number:</b>	1722305	NSA	
<b>Registration Number:</b>	1722303	NSA	

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Property Type	Number	Word Mark
Registration Number:	1720596	NSA
Registration Number:	1720595	NSA
Registration Number:	1450625	NSA
Serial Number:	85167333	LIVE LIFE TO THE PLUS+
Serial Number:	85167309	BRIDGE THE GAP
Serial Number:	77868260	PREMIUM PLUS+

**CORRESPONDENCE DATA**

Fax Number: 9192868199  
*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: 9192868000  
Email: PTO\_TMconfirmation@mvalaw.com, amberwest@mvalaw.com  
Correspondent Name: MOORE & VAN ALLEN PLLC  
Address Line 1: 3015 Carrington Mill Blvd., Suite 400  
Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER:	410643.205
NAME OF SUBMITTER:	John Slaughter
SIGNATURE:	/john slaughter/
DATE SIGNED:	07/13/2017

**Total Attachments: 3**  
source=Release of Security Interest in Trademarks - Fifth Third Bank, as Agent to The Juice Plus+ Company, LLC#page1.tif  
source=Release of Security Interest in Trademarks - Fifth Third Bank, as Agent to The Juice Plus+ Company, LLC#page2.tif  
source=Release of Security Interest in Trademarks - Fifth Third Bank, as Agent to The Juice Plus+ Company, LLC#page3.tif

## RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS dated June 23, 2017 by Fifth Third Bank, an Ohio banking corporation ("*Fifth Third*"), with its mailing address at Fifth Third Center, 38 Fountain Square Plaza, Cincinnati, Ohio 45263, acting as administrative agent hereunder for the Secured Creditors as defined in the Agreement referred to below (Fifth Third acting as such administrative agent being hereinafter referred to as the "*Agent*");

### WITNESSETH:

WHEREAS, The Juice Plus+ Company, LLC, a Tennessee limited liability company ("*Debtor*"), with its mailing address at 140 Crescent Drive, Collierville, Tennessee 38017, and Agent are parties to a certain Trademark Collateral Agreement dated April 29, 2017 between Debtor and Agent which was recorded in the United States Patent and Trademark Office on April 30, 2014 at Reel 5270, Frame 0945 (the "*Agreement*"), pursuant to which Debtor granted to Agent, a security interest in, among other things, the trademarks, trademark registrations, and trademark applications listed on Schedule A attached hereto and certain other property (collectively, the "*Trademark Property*"); and

WHEREAS, Debtor has requested that Agent release its security interests in the Trademark Property and reassign the same to Debtor;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

Agent hereby releases its security interests in, and hereby reassigns, grants and conveys to Debtor, without any representation, warranty, recourse or undertaking by Agent, all of its right, title and interest, if any, in and to each trademark, trademark registration, and trademark application listed on Schedule A hereto, including:

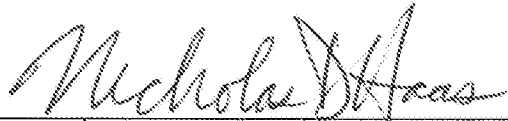
(i) each trademark, trademark registration, and trademark application listed on Schedule A hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration, and trademark application; and

(ii) all proceeds of the foregoing, including without limitation any claim by Debtor against third parties for damages by reason of past, present or future infringement of any trademark, trademark registration, or trademark application listed on Schedule A hereto or by reason of injury to the goodwill associated with any such trademark, trademark registration, or trademark application, in each case together with the right to sue for and collect said damages.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, Agent has caused this Release of Security Interests in Trademarks to be duly executed by its duly authorized officer as of the day and year first above written.

FIFTH THIRD BANK, as Agent

By   
Name Nicholas D. Haas  
Title Assistant Vice President

**SCHEDULE A  
TO RELEASE OF SECURITY INTERESTS IN TRADEMARKS**

**FEDERAL TRADEMARK REGISTRATIONS**

MARKS	REG. NO.	GRANTED
NSA VIRTUAL OFFICE	3369518	01/15/08
VINEYARD BLEND	3298660	09/25/07
JUICE PLUS+ ORCHARD BLEND and Design	2761699	09/09/03
JUICE PLUS+ GARDEN BLEND and Design	2758840	09/02/03
PART TIME MAGIC	2573762	05/28/02
EMBRACE.SHARE.INSPIRE	3695846	10/13/09
THE NEXT BEST THING TO FRUITS AND VEGETABLES	3365129	01/08/08
JUICE PLUS+ COMPLETE	2474348	07/31/01
VIRTUAL FRANCHISE	2402849	11/07/00
JUICE PLUS+	2158471	05/19/98
NSA	2150527	04/14/98
NSA	2152095	04/21/98
JUICE PLUS+ and Design	2176291	07/28/98
Juice Plus+ THINS	2154665	05/05/98
JUICE PLUS+	1854442	09/20/94
50C	1797708	10/12/93
NSA and Design	1724115	10/13/92
NSA and Design	1722305	10/06/92
NSA and Design	1722303	10/06/92
NSA	1720596	09/29/92
NSA	1720595	09/29/92
NSA	1450625	08/04/87

**PENDING FEDERAL TRADEMARK APPLICATIONS**

MARK	SERIAL NO.	FILED
LIVE LIFE TO THE PLUS+	85167333	11/02/10
BRIDGE THE GAP	85167309	11/02/10
PREMIUM PLUS+ and Design	77868260	11/09/09