

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Fox Restaurant Concepts LLC		07/02/2009	LIMITED LIABILITY COMPANY: ARIZONA
<b>RECEIVING PARTY DATA</b>			
Name:	FRC Balance LLC		
Street Address:	7135 East Camelback Road, #260		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85251		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	77679039	TRUE FOOD KITCHEN	
Registration Number:	3620741	TRUE FOOD	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(480)624-4515		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	480.624.4510		
Email:	glenn.bacal@hro.com,jamie.tuccio@hro.com		
Correspondent Name:	Glenn S. Bacal		
Address Line 1:	16427 North Scottsdale Rd., Suite 300		
Address Line 4:	Scottsdale, ARIZONA 85254-1597		
ATTORNEY DOCKET NUMBER:	53494-01000		
NAME OF SUBMITTER:	Glenn S. Bacal		
Signature:	/Glenn S. Bacal/		

OP \$65.00 77679039

Date:

07/02/2009

**Total Attachments: 3**

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**ASSIGNMENT OF MARK**

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, Fox Restaurant Concepts LLC, an Arizona limited liability company ("Assignor"), hereby assigns and grants to FRC Balance LLC, a Delaware limited liability company ("Assignee"), the Assignor's entire right, title and interest in the marks "TRUE FOOD" and "TRUE FOOD KITCHEN" and design (the "Marks"), along with all registration and application therefor, including the registration and application shown in Schedule A hereto, along with all associated goodwill. Assignor further assigns all rights of Assignor as a licensor of the Marks and all rights to sue for any acts of infringement of the Marks occurring prior to the effective date of this Assignment. This Assignment is dated to be effective as of

July 2, 2009.

**ASSIGNOR:**

Fox Restaurant Concepts LLC, an Arizona limited liability company

By: [Signature]

Name: SAM FOX

Title: Manager

**ASSIGNEE:**

FRC Balance LLC, a Delaware limited liability company

By: [Signature]

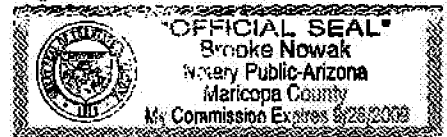
Name: SAM FOX

Title: Manager

STATE OF ARIZONA )  
COUNTY OF MARICOPA )

On the 2 day of JULY 2009, personally appeared before me  
SAM FOX, who being duly sworn, did say that he is the MANAGER  
of Fox Restaurant Concepts LLC that executed the above and foregoing instrument, and that said  
instrument was signed in behalf of said corporation by authority, acknowledged to me that said  
corporation executed the same.

Notary Public



My Commission Expires : 9/28/2009 Brooke Nowak

STATE OF ARIZONA )  
COUNTY OF MARICOPA )

On the 2 day of JULY 2009, personally appeared before me  
SAM FOX, who being duly sworn, did say that he is the MANAGER  
of FRC Balance LLC that executed the above and foregoing instrument, and that said instrument  
was signed in behalf of said limited liability company by authority, acknowledged to me that said  
limited liability company executed the same.

Notary Public



My Commission Expires : 9/28/2009 Brooke Nowak

SCHEDULE A

Mark	Application/Registration Number
TRUE FOOD	3620741
	77679039

#9014 v1 plus