

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Leading Edge Nutrition, Inc.		09/11/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	PB Restaurants, LLC		
Street Address:	121 West Chestnut Street		
Internal Address:	#1008		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60610		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3723633	PROTEIN BAR	
CORRESPONDENCE DATA			
Fax Number:	(248)566-8407		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-566-8406		
Email:	akramer@honigman.com, tmdocketing@honigman.com		
Correspondent Name:	Anessa Owen Kramer		
Address Line 1:	38500 Woodward Avenue		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	230110-300655		
NAME OF SUBMITTER:	Anessa Owen Kramer		
Signature:	/anessa kramer/		
Date:	09/20/2010		

CH \$40.00 3723633

Total Attachments: 1
source=leading edge assignment#page1.tif

CONFIRMATORY ASSIGNMENT


WHEREAS, Leading Edge Nutrition, Inc. an Illinois corporation with an address at 121 W. Chestnut Street #1008, Chicago, Illinois 60610 (“Assignor”), has used the trademark PROTEIN BAR in the juice bar and restaurant services field since at least May 2009 and is the owner of U.S. Trademark Registration No. 3,723,633;

WHEREAS, PB Restaurants, LLC, an Illinois limited liability company with an address at 121 W. Chestnut St. #1008 Chicago IL 60610 (“Assignee”), is desirous of acquiring all of Assignor’s rights, title and interest in and to the PROTEIN BAR trademark, U.S. Registration No. 3,723,633, and the goodwill symbolized by the trademark (collectively, the “Trademark Rights”);

WHEREAS, the parties have entered into a Contribution and Assumption agreement dated August 25, 2010 whereby Assignor has agreed to assign, among other things, the Trademark Rights to Assignee;

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, in consideration of the mutual promises contained herein, the parties hereby confirm as follows: Assignor hereby confirms the assignment to Assignee of its entire right, title, and interest in the Trademark Rights, including all common law rights, together with the goodwill symbolized by said mark and the right to sue third parties for and recover damages from past and future infringements and other violations of said mark, with an effective date of August 25, 2010.

IN WITNESS WHEREOF, Assignor has caused this Confirmatory Assignment to be duly executed by an authorized officer on 11 day of September, 2010.

By: 

Name: Matt Matros

Title: President, Leading Edge Nutrition, Inc.

OAKLAND.1909016.1