

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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|                                  |  |                       |                      |
|----------------------------------|--|-----------------------|----------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                      |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                      |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                      |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>   |
| Publix Asset Management Company  |  | 07/08/2011            | CORPORATION: FLORIDA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                      |
| <b>Name:</b>                     | Crispers, L.L.C.   |                       |                      |
| <b>Street Address:</b>           | 109 North Kentucky Ave., Suite 2   |                       |                      |
| <b>City:</b>                     | Lakeland   |                       |                      |
| <b>State/Country:</b>            | FLORIDA  |                       |                      |
| <b>Postal Code:</b>              | 33801  |                       |                      |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: FLORIDA   |                       |                      |
| <b>PROPERTY NUMBERS Total: 4</b> |  |                       |                      |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                      |
| <b>Registration Number:</b>      | 2857718  | CRISPERS              |                      |
| <b>Registration Number:</b>      | 3382510  | CRISPERS              |                      |
| <b>Registration Number:</b>      | 3495703  | CRISPERS              |                      |
| <b>Registration Number:</b>      | 3575037  | CRISPERS              |                      |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                      |
| <b>Fax Number:</b>               | (312)984-7700  |                       |                      |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                      |
| <b>Phone:</b>                    | 312-372-2000   |                       |                      |
| <b>Email:</b>                    | kwalsh@mwe.com, jmikulina@mwe.com  |                       |                      |
| <b>Correspondent Name:</b>       | Kelly Walsh, McDermott Will & Emery LLP  |                       |                      |
| <b>Address Line 1:</b>           | 227 W. Monroe Street   |                       |                      |
| <b>Address Line 2:</b>           | Suite 4400   |                       |                      |
| <b>Address Line 4:</b>           | Chicago, ILLINOIS 60606-5096   |                       |                      |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 79679-015  |                       |                      |

**CH \$115.00 2857718**

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**TRADEMARK  
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|---|------------------------|
| NAME OF SUBMITTER:  | Jennifer M. Mikulina   |
| Signature:  | /Jennifer M. Mikulina/ |
| Date:   | 07/08/2011             |
| Total Attachments: 3<br>source=crispers tm assignment#page1.tif<br>source=crispers tm assignment#page2.tif<br>source=crispers tm assignment#page3.tif |                        |

EXHIBIT E

INTELLECTUAL PROPERTY ASSIGNMENT

TRADEMARK ASSIGNMENT

WHEREAS, PUBLIX ASSET MANAGEMENT COMPANY, a Florida corporation (“Assignor”), is the exclusive owner of the U.S. trademark applications and registrations listed on the attached Schedule A (the “Trademarks”);

WHEREAS, Assignor desires to sell, transfer, and assign all of Assignor’s right, title, and interest in and to the Trademarks, together with all of the goodwill of the business associated with the Trademarks, to Crispers, L.L.C., a Florida limited liability company (“Assignee”), on the terms and conditions more particularly set forth in the Membership Interest Purchase Agreement by and among Publix Super Markets, Inc., a Florida corporation, and Healthy Food Concepts, a Florida limited liability company (the “Purchase Agreement”); and

WHEREAS, Assignor wishes to herein memorialize said assignment, transfer and sale of the Trademarks, together with all of the goodwill of the business associated with the Trademarks, to Assignee.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration set forth in the Purchase Agreement, and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto Assignee, the entire right, title and interest in and to the Trademarks, and in and to all of the goodwill of the business associated with the Trademarks and all claims for damages by reason of past or current infringement of same, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

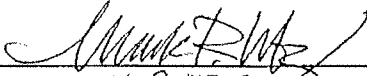
This agreement shall be binding upon and shall inure to the benefit of the respective successors and permitted assigns of Assignor and Assignee.

*[Remainder of Page Intentionally Left Blank]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed  
as of this 8 day of July, 2011.

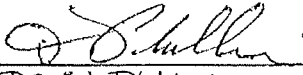
ASSIGNOR:

PUBLIX ASSET MANAGEMENT  
COMPANY

By:   
Name: Mark R. Terry  
Title: President

ASSIGNEE:

CRISPERS, L.L.C.

By:   
Name: DAVID PHILLIPS  
Title: Vice President

**Schedule A: U.S. Trademark Registrations**

|    |   |                          |  |
|----|---|--------------------------|--|
| #1 | Application Number/Date:<br>Publication Date:<br>Registration Number/Date:<br>Next Renewal:<br>Goods: Restaurant services<br>Class: 43 Int.   | 76/535565<br><br>2857718 | August 7, 2003<br>April 6, 2004<br>June 29, 2004<br>June 29, 2014              |
| #2 | Application Number/Date:<br>Publication Date:<br>Registration Number/Date:<br>Next Renewal:<br>Goods: Salads, except macaroni, rice<br>and pasta salad; soups; sandwiches.<br>Classes: 29 Int., 30 Int. | 77/042671<br><br>3382510 | November 13, 2006<br>June 5, 2007<br>February 12, 2008<br>February 12, 2018    |
| #3 | Application Number/Date:<br>Publication Date:<br>Registration Number/Date:<br>Next Renewal:<br>Goods: Smoothies<br>Class: 32 Int.   | 77/386645<br><br>3495703 | February 1, 2008<br>July 17, 2008<br>September 2, 2008<br>September 2, 2018    |
| #4 | Application Number/Date:<br>Publication Date:<br>Registration Number/Date:<br>Next Renewal:<br>Goods: Milk shakes<br>Class: 30 Int.   | 77/386630<br><br>3575037 | February 1, 2008<br>December 2, 2008<br>February 17, 2009<br>February 17, 2019 |
| #5 | Application Number/Date:<br>Publication Date:<br>Registration Number/Date:<br>Next Renewal:<br>Goods: Restaurant services<br>Class: 43 Int.   | <br><br>T97000000265     | March 7, 1997<br><br>March 7, 1997<br>March 7, 2012                            |