

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

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**TRADEMARK
 REEL: 004577 FRAME: 0791**

NAME OF SUBMITTER:	Jennifer M. Mikulina
Signature:	/Jennifer M. Mikulina/
Date:	07/08/2011
Total Attachments: 3 source=crispers tm assignment#page1.tif source=crispers tm assignment#page2.tif 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.

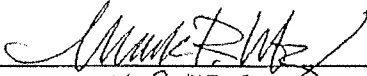
This agreement shall be binding upon and shall inure to the benefit of the respective successors and permitted assigns of Assignor and Assignee.

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

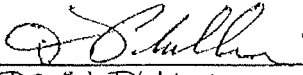
ASSIGNOR:

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