

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crispers, L.L.C.		07/30/2011	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Fresh Alternatives, LLC		
Street Address:	2601 South Bayshore Drive		
Internal Address:	Suite 1425		
City:	Coconut Grove		
State/Country:	FLORIDA		
Postal Code:	33133		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
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:	jmikulina@mwe.com, kwalsh@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		

CH \$1115.00 2857718

900198512

TRADEMARK
REEL: 004595 FRAME: 0058

NAME OF SUBMITTER:	Jennifer M. Mikulina
Signature:	/Jennifer M. Mikulina/
Date:	08/01/2011
Total Attachments: 4 source=crispers tm assignment 2#page1.tif source=crispers tm assignment 2#page2.tif source=crispers tm assignment 2#page3.tif source=crispers tm assignment 2#page4.tif	

INTELLECTUAL PROPERTY ASSIGNMENT

WHEREAS, CRISPERS, L.L.C., a Florida limited liability company, (“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 Fresh Alternatives, LLC, a Delaware limited liability company (“Assignee”), on the terms and conditions more particularly set forth in the Purchase Agreement by and between Healthy Food Concepts, LLC and Assignee (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 30 day of July, 2011.

ASSIGNOR:

CRISPERS, L.L.C.

By: _____

Name: Ronald K. Fuller

Title: President

ASSIGNEE:

FRESH ALTERNATIVES, LLC

By: _____

Name: Charles Hanemann

Title: Manager

[Signature Page to Trademark Assignment (Healthy Food Concepts/Fresh Alternatives)]

TRADEMARK
REEL: 004595 FRAME: 0061

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed
as of this 30 day of July, 2011.

ASSIGNOR:

CRISPERS, L.L.C.

By: _____

Name: Ronald K. Fuller

Title: President

ASSIGNEE:

FRESH ALTERNATIVES, LLC

By: _____

Name: Charles Hanemann


Title: Manager

Schedule A

U.S. Trademark Registrations

Trademark	Registration No.	Serial No.	Registration Date
CRISPERS	2857718	76/535,565	June 29, 2004
CRISPERS	3382510	77/042,671	February 12, 2008
CRISPERS	3495703	77/386645	September 2, 2008
CRISPERS	3575037	77/386630	February 17, 2009

Florida State Trademark Registration

Trademark	Registration No.	Serial No.	Registration Date
	T97000000265	n/a	March 7, 1997