

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank of Montreal		07/02/2012	Canadian chartered bank: CANADA

RECEIVING PARTY DATA

Name:	GFA Brands, Inc.
Street Address:	115 West Century Road
Internal Address:	Suite 260
City:	Paramus
State/Country:	NEW JERSEY
Postal Code:	07652
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Serial Number:	77847751	APPROVED BESTLIFE THEBESTLIFE.COM
Registration Number:	3455597	BESTLIFE
Registration Number:	3455598	BESTLIFE
Registration Number:	3881694	GREAT TASTE & GOOD HEALTH. . . TOGETHER AT LAST
Registration Number:	3878157	SMART BALANCE
Registration Number:	3871585	HEARTRIGHT
Registration Number:	3868803	SMART BALANCE OMEGA
Registration Number:	3865917	SMART BALANCE
Registration Number:	3747526	SMART BALANCE
Registration Number:	3708400	EARTH BALANCE
Registration Number:	4029650	EARTH BALANCE
Registration Number:	4112473	EARTH BALANCE
Registration Number:	3967828	EARTH BALANCE

CH \$615.00 77847751

Registration Number:	4064806	MINDFULMAYO
Serial Number:	77847695	BESTLIFE
Serial Number:	77847743	BESTLIFE
Serial Number:	77174146	APPROVED BESTLIFE THEBESTLIFE.COM
Serial Number:	77174161	APPROVED BESTLIFE THEBESTLIFE.COM
Serial Number:	77847720	APPROVED BESTLIFE THEBESTLIFE.COM
Serial Number:	77174242	APPROVED BESTLIFE THEBESTLIFE.COM
Serial Number:	77867434	THE BESTLIFE CENTER
Serial Number:	77867438	THE BESTLIFE CENTER
Serial Number:	85216790	BESTLIFE
Serial Number:	85218248	APPROVED BESTLIFE THEBESTLIFE.COM

CORRESPONDENCE DATA

Fax Number: 2128594000
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 2128598000
Email: jason.greenberg@friedfrank.com
Correspondent Name: Jason L. Greenberg
Address Line 1: One New York Plaza
Address Line 2: Fried Frank LLP
Address Line 4: New York, NEW YORK 10004-1980

ATTORNEY DOCKET NUMBER:	32639-8 (GREENBERG)
NAME OF SUBMITTER:	Jason L. Greenberg
Signature:	/jlg/
Date:	07/02/2012

Total Attachments: 6
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RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL


WHEREAS, pursuant to that certain Trademark Collateral Agreement, dated March 31, 2011 (the "*Trademark Collateral Agreement*"), recorded in the United States Patent and Trademark Office on March 31, 2011 at Reel 004512, Frame 0947, GFA Brands, Inc. ("*Releasee*"), a Delaware corporation, granted to Bank of Montreal, a Canadian chartered bank, as administrative agent for the Secured Creditors (as defined in that certain Security Agreement re: Intellectual Property, dated November 4, 2009, by and among Releasee, the other debtors party thereto and Releasor, as amended, modified, supplemented or restated from time to time (the "*Security Agreement*") ("*Releasor*"), a continuing security interest in (i) each trademark, trademark registration and trademark application listed on Schedule A hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration and trademark application and (ii) all proceeds of the foregoing, including without limitation, any claim by Releasee against third parties for damages by reason of past, present or future infringement of any trademark, trademark registration, or trademark application listed on Schedule A or by reason of injury to the goodwill associated with any such trademark, trademark registration or trademark application, in each case together with the right to sue for and collect said damages (collectively, the "*Collateral*"); and

WHEREAS, Releasee has requested and Releasor has agreed to provide a document suitable for recording in the United States Patent and Trademark Office for purposes of recording the release, relinquishment and discharge of its lien on and security interest in the Collateral.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the adequacy, receipt and sufficiency of which are hereby acknowledged, Releasor hereby relinquishes, releases and discharges its lien(s) on and security interest(s) in, and any and all other rights in or to the Collateral, and any other trademark, trademark registration and trademark application, that Releasor has, had or could have had pursuant to the Trademark Collateral Agreement or the Security Agreement, and hereby terminates the Trademark Collateral Agreement and the Security Agreement. Releasor hereby further authorizes Releasee to take any and all actions, including filing and recording this document with any and all appropriate governmental authorities, to effect and further document the release made hereby. This Release of Security Interest in Trademark Collateral shall be binding upon the Secured Creditors' legal representatives, successors and assigns.

IN WITNESS WHEREOF, the Releasor has caused this Release of Security Interest in Trademark Collateral to be duly executed as of July 2, 2012.

BANK OF MONTREAL, as Agent

By: 
Name: **Philip Langheim**
Title: **Managing Director**

**SCHEDULE A
TO TRADEMARK COLLATERAL AGREEMENT**

**REGISTERED TRADEMARKS
AND TRADEMARK APPLICATIONS**

FEDERAL TRADEMARK REGISTRATIONS

REGISTERED U.S. TRADEMARKS

NAME	REGISTRATION NO.	DATE
BESTLIFE	3455597	JUNE 24, 2008
BESTLIFE	3455598	JUNE 24, 2008
GREAT TASTE & GOOD HEALTH... TOGETHER AT LAST	3,881,694	NOVEMBER 23, 2010
SMART BALANCE	3,878,157	NOVEMBER 16, 2010
HEARTRIGHT	3,871,585	NOVEMBER 2, 2010
SMART BALANCE OMEGA	3,868,803	OCTOBER 26, 2010
SMART BALANCE	3,865,917	OCTOBER 19, 2010
SMART BALANCE	3,747,526	FEBRUARY 9, 2010
SMART BALANCE	3,708,400	NOVEMBER 10, 2009

REGISTERED U.S. TRADEMARKS
(Recently Issued Registrations)

TRADEMARK	APPLICATION NO.	APPLICATION DATE	REGISTRATION NO.
EARTH BALANCE	85/056,989	JUNE 8, 2010	4,029,650
EARTH BALANCE	85/056,972	JUNE 8, 2010	4,112,473
EARTH BALANCE	85/056,965	JUNE 8, 2010	3,967,828
MINDFULMAYO	85/264,624	MARCH 31, 2011	4,064,806

PENDING U.S. TRADEMARK APPLICATIONS

NAME	FILING NO.	FILING DATE
BESTLIFE	77847695	OCTOBER 13, 2009
BESTLIFE	77847743	OCTOBER 13, 2009

NAME	FILING NO.	FILING DATE
APPROVED BESTLIFE THEBESTLIFE.COM & DESIGN	77174146	MAY 7, 2007



APPROVED BESTLIFE THEBESTLIFE.COM & DESIGN	77174161	MAY 7, 2007
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APPROVED BESTLIFE THEBESTLIFE.COM & DESIGN	77847720	OCTOBER 13, 2009
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APPROVED BESTLIFE THEBESTLIFE.COM & DESIGN	77174242	MAY 7, 2007
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APPROVED BESTLIFE
THEBESTLIFE.COM & Design

77847751

OCTOBER 13, 2009



THE BESTLIFE CENTER

77867434

NOVEMBER 6, 2009

THE BESTLIFE CENTER

77867438

NOVEMBER 6, 2009

BESTLIFE

85/216,790

JANUARY 13, 2011

APPROVED BESTLIFE SEAL

85/218,248

JANUARY 14, 2011