

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
Lurie Investment Fund, LLC		12/20/2012	LIMITED LIABILITY COMPANY: DELAWARE
Kevin R. Stone, M.D.		12/20/2012	as Administrative Agent:

RECEIVING PARTY DATA

Name:	Premier Nutrition Corporation
Street Address:	6215 El Camino Real
Internal Address:	Suite #101
City:	Carlsbad
State/Country:	CALIFORNIA
Postal Code:	92009
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2727656	JOINT JUICE
Registration Number:	2625534	JOINT JUICE

CORRESPONDENCE DATA

Fax Number: 4154713400
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 4154713100
 Email: sftrademarks@aporter.com
 Correspondent Name: ARNOLD & PORTER LLP
 Address Line 1: 3 Embarcadero Center, 7th Floor
 Address Line 2: attn: Thomas A. Magnani
 Address Line 4: San Francisco, CALIFORNIA 94111-4024

ATTORNEY DOCKET NUMBER:	35082.015
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NAME OF SUBMITTER:	Thomas A. Magnani
Signature:	/TAM_dch/
Date:	12/20/2012
Total Attachments: 4 source=Release Trademark - Lurie to Premier#page1.tif source=Release Trademark - Lurie to Premier#page2.tif source=Release Trademark - Lurie to Premier#page3.tif source=Release Trademark - Lurie to Premier#page4.tif	

RELEASE OF TRADEMARK SECURITY INTEREST

This Release of Trademark Security Interest (“**Release**”) is dated as of December 20, 2012. Reference is hereby made to that certain Collateral Assignment of Intellectual Property dated March 7, 2003 (the “**IP Security Agreement**”) by Premier Nutrition Corporation (as successor to Joint Juice, Inc.) (the “**Grantor**”) in favor of Lurie Investment Fund, LLC (the “**Assignee**”) and Kevin R. Stone, as Administrative Agent (“**Administrative Agent**”) or an abstract thereof, recorded with the United States Patent and Trademark Office on May 17, 2004 (Reel/Frame 002968/0314).

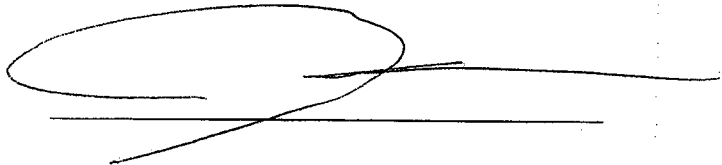
Administrative Agent and the Assignee hereby notify, acknowledge to and agree with the Grantor that the security interest in the Collateral (as such term is defined in the IP Security Agreement) granted by Grantor to Administrative Agent and the Assignees pursuant to the terms of the IP Security Agreement, including, without limitation, the trademarks listed on the attached Schedule A, is terminated and released as of the date hereof, and that Administrative Agent and the Assignees hereby release and forever discharge all of its right, title and interest of any kind or nature granted, assigned or conveyed pursuant to the IP Security Agreement to the Collateral, including the trademarks listed on the attached Schedule A.

Administrative Agent and Assignee hereby agree to take such further actions and to execute such further documents as Grantor may reasonably request to effect and evidence this Release, including, without limitation, the execution of any filings, statements, amendments, recordations or other instruments and record the chain of title accordingly with the United States Patent and Trademark Office.

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IN WITNESS WHEREOF, Administrative Agent and the Assignees have caused this Release of Trademark Security Interest to be duly executed and delivered by its duly authorized officer as of the date first above written.

KEVIN R. STONE, M.D., AS ADMINISTRATIVE AGENT

A handwritten signature in black ink, consisting of a large, loopy initial 'K' followed by a long horizontal stroke that extends to the right and then loops back under the 'K'.

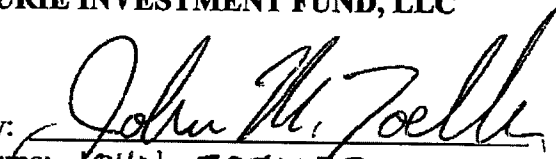
IN WITNESS WHEREOF, Administrative Agent and the Assignees have caused this Release of Trademark Security Interest to be duly executed and delivered by its duly authorized officer as of the date first above written.

LURIE INVESTMENT FUND, LLC

By:

Name:

Title:


JOHN ZOELLER
CFO, LURIE INVESTMENTS, INC.
MANAGING MEMBER

**SCHEDULE A
TO
RELEASE OF TRADEMARK SECURITY INTEREST
Schedule A**

Mark	Application No.	Application Date	Registration No.	Registration Date	Owner/ Applicant
JOINT JUICE	76125094	9/7/00	2727656	6/17/03	Joint Juice, Inc.
JOINT JUICE	75727560	6/14/99	2625534	9/24/02	Joint Juice, Inc.