

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
NSA, LLC		10/25/2013	LIMITED LIABILITY COMPANY: TENNESSEE

RECEIVING PARTY DATA

Name:	The Juice Plus+ Company, LLC
Street Address:	140 Crescent Drive
City:	Collierville
State/Country:	TENNESSEE
Postal Code:	38017
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Serial Number:	85167309	BRIDGE THE GAP
Registration Number:	3695846	EMBRACE. SHARE. INSPIRE.
Serial Number:	86066634	GENERATION WHY
Registration Number:	1854442	JUICE PLUS +
Registration Number:	2158471	JUICE PLUS+
Registration Number:	2176291	JUICE PLUS+
Registration Number:	2474348	JUICE PLUS+ COMPLETE
Registration Number:	2758840	JUICE PLUS+ GARDEN BLEND
Registration Number:	2761699	JUICE PLUS+ ORCHARD BLEND
Registration Number:	2154665	JUICE PLUS+ THINS
Serial Number:	85167333	LIVE LIFE TO THE PLUS+
Registration Number:	2150527	NSA
Registration Number:	1450625	NSA
Registration Number:	2152095	NSA

TRADEMARK

900277448

REEL: 005193 FRAME: 0909

CH \$490.00 85167309

Registration Number:	3369518	NSA VIRTUAL OFFICE
Serial Number:	77868260	PREMIUM PLUS+
Registration Number:	3365129	THE NEXT BEST THING TO FRUITS AND VEGETA
Registration Number:	3298660	VINEYARD BLEND
Registration Number:	2402849	VIRTUAL FRANCHISE

CORRESPONDENCE DATA

Fax Number: 9016807201

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

Phone: (901) 680-7271

Email: trademark.docket@butlersnow.com

Correspondent Name: James D. Montgomery

Address Line 1: P.O. Box 171443

Address Line 4: Memphis, TENNESSEE 38187

ATTORNEY DOCKET NUMBER:	023132.041504
NAME OF SUBMITTER:	James D. Montgomery
Signature:	/James D. Montgomery/
Date:	01/16/2014

Total Attachments: 3

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STATE OF TENNESSEE
Tre Hargett, Secretary of State
Division of Business Services
William R. Snodgrass Tower
312 Rosa L. Parks AVE, 6th FL
Nashville, TN 37243-1102

CFS
SUITE B
992 DAVIDSON DRIVE
NASHVILLE, TN 37205

Request Type: Certified Copies
Request #: 113215

Issuance Date: 11/12/2013
Copies Requested: 1

Document Receipt

Receipt #: 1207705

Filing Fee: \$20.00

Payment-Account - CFS, NASHVILLE, TN

\$20.00

I, Tre Hargett, Secretary of State of the State of Tennessee, do hereby certify that **The Juice Plus+ Company, LLC**, Control # 519160 was formed or qualified to do business in the State of Tennessee on 04/27/2006. The Juice Plus+ Company, LLC has a home jurisdiction of TENNESSEE and is currently in an Active status.

Tre Hargett
Secretary of State

Processed By: Nichole Hambrick

The attached document(s) was/were filed in this office on the date(s) indicated below:

<u>Reference #</u>	<u>Date Filed</u>	<u>Filing Description</u>
7252-1656	10/25/2013	Articles of Amendment

0252.1656, 10/25/2013, 12:09:11, Received by Tennessee Secretary of State Tre Hargett

**ARTICLES OF AMENDMENT
TO THE ARTICLES OF ORGANIZATION OF
NSA, LLC**

Pursuant to the applicable provisions of the Tennessee Revised Limited Liability Company Act, as amended, modified and/or superseded (the "Act"), NSA, LLC, a Tennessee limited liability company (the "Company"), hereby adopts, executes, delivers and files these Articles of Amendment with the Secretary of State of the State of Tennessee (the "TN SOS").

1. The name of the limited liability company is NSA, LLC.
2. Article I of the Articles of Organization of the Company is hereby deleted in its entirety and replaced with the following language:

The name of the limited liability company is The Juice Plus+ Company, LLC.
3. The resolutions approving these Articles of Amendment were duly adopted effective October 24, 2013.
4. These Articles of Amendment shall be effective when filed by the TN SOS.

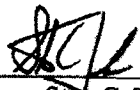
Dated: October 24, 2013.

Signature Page Follows

IN WITNESS WHEREOF, the undersigned has executed and delivered these Articles of Amendment effective as of October 24, 2013.

COMPANY:

NSA, LLC

By: 
Name: Stan C. Turk
Title: Manager

Signature Page to Articles of Amendment to the Articles of Organization of NSA, LLC