

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM411341

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Manufacturers and Traders Trust Company		12/11/2014	Corporation:

RECEIVING PARTY DATA

Name:	VIActiv HOLDINGS LLC
Street Address:	15 Valley Drive
City:	Greenwich
State/Country:	CONNECTICUT
Postal Code:	06831
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	75366849	VIActiv
Serial Number:	75789014	ACTIVE NUTRITION FOR WOMEN BY WOMEN
Serial Number:	76061305	VIActiv V
Serial Number:	76664494	ACTIVE NUTRITION FOR GIRLS
Serial Number:	76665928	V VIActiv FOR TEENS
Serial Number:	76672038	START EVERY DAY VIBRANTLY
Serial Number:	76672167	DON'T JUST TAKE YOUR VITAMIN, ENJOY IT
Serial Number:	76676530	DON'T JUST TAKE YOUR CALCIUM, ENJOY IT
Serial Number:	85868648	VIActiv LIFESTYLE

CORRESPONDENCE DATA

Fax Number: 7168483580

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

Phone: 7168487033

Email: mbreen@mtb.com

Correspondent Name: Manufacturers and Traders Trust Company

Address Line 1: One M&T Plaza

Address Line 2: Attn: Matthew Breen/Collateral Mgmt

Address Line 4: Buffalo, NEW YORK 14203

OP \$240.00 75366849

NAME OF SUBMITTER:	Matthew Breen
SIGNATURE:	/MatthewBreen/
DATE SIGNED:	01/06/2017
Total Attachments: 3 source=VIActiv HOLDINGS LLC trademark LRI DOC#page1.tif source=C.O.A Closing & Collateral#page1.tif source=C.O.A Closing & Collateral#page2.tif	



January 6, 2017

United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Re: Trademark Reel/Frame: 5423/0402

Gentlemen:

This letter is to inform you that Manufacturers and Traders Trust Company, hereby releases the above referenced Reel/Frame covering VIACTIV HOLDINGS LLC, due to a loan payoff. Kindly remove the Banks' interest from public record.

If you have any questions, please contact me directly at (716) 848-3528.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Sean C. Viscuso'.

Sean C. Viscuso
Assistant Vice President
Collateral Management

CERTIFICATE OF AUTHORITY
OF THE
MANUFACTURERS AND TRADERS TRUST COMPANY

I, Deborah R. Pokerwinski, the Assistant Corporate Secretary of Manufacturers and Traders Trust Company ("M&T Bank"), do hereby certify that the following is an abstract of Article IV, Section 13 of the Bylaws of M&T Bank, which are now in force:

"The Chairman of the Board, the Chief Executive Officer, the President, any Executive Vice Chairman, any Vice President, any Assistant Vice President, any Banking Officer, the Corporate Secretary, any Assistant Secretary, and the Treasurer shall each have power and authority:

"To sign, countersign, certify, issue, assign, endorse, transfer and/or deliver notes, checks, drafts, bills of exchange, certificates of deposit, acceptances, letters of credit, advices for the transfer or payment of funds, orders for the sale and for delivery of securities, guarantees of signatures, and all other instruments, documents and writings in connection with the business of M&T Bank in its corporate or in any trust or fiduciary capacity;

"To sign the name of M&T Bank and affix its seal, or cause the same to be affixed, to deeds, mortgages, satisfactions, assignments, releases, proxies, powers of attorney, trust agreements, and all other instruments, documents or papers necessary for the conduct of the business of M&T Bank, either in its corporate capacity or in any trust or fiduciary capacity;

"To endorse, sell, assign, transfer and deliver any stocks, bonds, mortgages, notes, certificates of interest, certificates of indebtedness, certificates of deposit and any evidences of indebtedness or of any rights or privileges which now are or may hereafter be held by or stand in the name of M&T Bank, either in its corporate capacity, or in any fiduciary or trust capacity, and to execute proxies, powers of attorney or other authority with respect thereto;


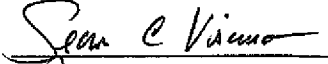
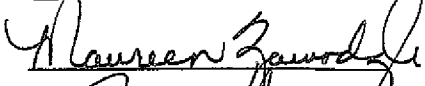

"To accept on behalf of M&T Bank any guardianship, receivership, executorship or any general or special trust specified in the Banking Law of the State of New York;

"To authenticate or certificate any bonds, debentures, notes, or other instruments issued under or in connection with any mortgage, deed of trust or other agreement or instrument under which M&T Bank is acting as trustee or in any other fiduciary capacity;

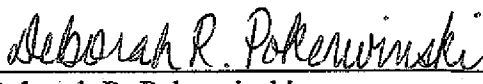
"To sign, execute and deliver certificates, reports, checks, orders, receipts, certificates of deposit, interim certificates, and other documents in connection with its duties and activities as registrar, transfer agent, disbursing agent, fiscal agent, depositary, or in any other corporate fiduciary capacity.

"The powers and authority above conferred may at any time be modified, changed, extended or revoked, and may be conferred in whole or in part on other officers and employees by the Board of Directors or the Executive Committee."

I further certify that the following persons are the duly elected, qualified, and acting incumbents of the offices set forth below, and that the signatures set forth opposite their names are their true and genuine signatures:

<u>Name</u>	<u>Title</u>	<u>Specimen Signature</u>
Denise L. Hoffman-Day	Administrative Vice President	
Sean Viscuso	Assistant Vice President	
Maureen Zawodzinski	Assistant Vice President	
Margarita D. Hartman	Banking Officer	

IN WITNESS WHEREOF, I have hereunto set my hand this 1st day of February, 2016.


Deborah R. Pokerwinski
Assistant Corporate Secretary