

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM423963

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Alanis Restaurant Group, LLC		04/05/2017	Limited Liability Company: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Beyond Juicery + Eatery Franchising, LLC		
<b>Street Address:</b>	4381 Chamberlain		
<b>City:</b>	Bloomfield		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48301		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5057496	BEYOND JUICERY + EATERY	
<b>Registration Number:</b>	5057497	BEYOND JUICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5173813174		
<i>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.</i>			
<b>Phone:</b>	517-381-3208		
<b>Email:</b>	mcole@fsbirlaw.com		
<b>Correspondent Name:</b>	Michael J. Cole		
<b>Address Line 1:</b>	4151 Okemos Road		
<b>Address Line 4:</b>	Okemos, MICHIGAN 48864		
<b>NAME OF SUBMITTER:</b>	Michael J. Cole		
<b>SIGNATURE:</b>	/MJC/		
<b>DATE SIGNED:</b>	04/17/2017		
<b>Total Attachments: 2</b>			
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**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT is entered into on this 8th day of March 2017 by and between Alanis Restaurant Group, LLC a Michigan limited liability company, and Beyond Juicery + Eatery Franchising, LLC a Michigan limited liability company.

WHEREAS, **ALANIS RESTAURANT GROUP, LLC** ("Assignor") is a Michigan limited liability company having an address at 270 West Maple Road, Birmingham, Michigan 48009, and is the registered owner of the trademarks (collectively, the "Trademarks") listed in Exhibit A, which is attached hereto and fully incorporated herein for reference.

WHEREAS, **BEYOND JUICERY + EATERY FRANCHISING, LLC** ("Assignee"), is a Michigan limited liability company having an address at 4381 Chamberlain, Bloomfield, Michigan 48301.


WHEREAS, Assignor desires to assign to Assignee all right, title, and interest in the Trademarks; registrations and applications for registration of the Trademarks; any other registrations and applications for registration of the Trademarks; and the goodwill of the business symbolized by the Trademarks.

WHEREAS, Assignee desires to acquire all right, title, and interest in the Trademarks; registrations and applications for registration of the Trademarks; any other registrations and applications for registration of the Trademarks; and the goodwill of the business symbolized by the Trademarks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby contributes, assigns, and transfers to Assignee all right, title and interest in and to the Trademarks, together with the registrations and applications for registration of the Trademarks, any other registrations and applications for registration of the Trademarks, the goodwill of the business symbolized by the Trademarks, and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto and in and to all right of action arising from the Trademarks, all claims for damages by reason of past, present and future infringement of the Trademarks and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

Dated: March 5, 2017  
*April*

**ASSIGNOR: ALANIS RESTAURANT GROUP, LLC,**  
a Michigan limited liability company,

  
\_\_\_\_\_  
Mijo Alanis, Sole Member

Subscribed and sworn to by Mijo Alanis before me on the 6<sup>th</sup> day of ~~March~~ <sup>April</sup>, 2017.

Signature Robin J. Ostrowski

Notary Public, State of Michigan, County of MACOMB

My commission expires 8-29-2023

**ROBIN J. OSTROWSKI**  
Notary Public, Macomb County, MI  
Acting in the County of MACOMB  
My Commission Expires: 8-29-23

**EXHIBIT A**

<b>Mark</b>	<b>Registration Number</b>	<b>Serial Number</b>	<b>Application Date</b>	<b>Registration Date</b>	<b>Status</b>
BEYOND JUICERY + EATERY® (standard word mark)	5,057,496	86,755,234	September 13, 2015	October 11, 2016	Live
BEYOND JUICE® (standard word mark)	5,057,497	86,755,237	September 13, 2015	October 11, 2016	Live