

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM432397

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE JUICE PLUS+ COMPANY, LLC		06/23/2017	Limited Liability Company: TENNESSEE
RECEIVING PARTY DATA			
Name:	SUNTRUST BANK, AS ADMINISTRATIVE AGENT		
Street Address:	303 PEACHTREE STREET, N.E.		
Internal Address:	25TH FLOOR		
City:	ATLANTA		
State/Country:	GEORGIA		
Postal Code:	30308		
Entity Type:	Corporation: GEORGIA		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Registration Number:	4977926	INSPIRING HEALTHY LIVING AROUND THE WORL	
Registration Number:	4696134	BRIDGE THE GAP	
Registration Number:	4596458	JUICE PLUS+ VIRTUAL OFFICE	
Registration Number:	4529852	LIVE LIFE TO THE PLUS+	
Registration Number:	3365129	THE NEXT BEST THING TO FRUITS AND VEGETA	
Registration Number:	3298660	VINEYARD BLEND	
Registration Number:	2761699	JUICE PLUS+ ORCHARD BLEND	
Registration Number:	2758840	JUICE PLUS+ GARDEN BLEND	
Registration Number:	2474348	JUICE PLUS+ COMPLETE	
Registration Number:	2402849	VIRTUAL FRANCHISE	
Registration Number:	2176291	JUICE PLUS+	
Registration Number:	2158471	JUICE PLUS+	
Registration Number:	2154665	JUICE PLUS+ THINS	
Registration Number:	2152095	NSA	
Registration Number:	2150527	NSA	
Registration Number:	1854442	JUICE PLUS +	
Registration Number:	1450625	NSA	
Serial Number:	86882663	JUICE PLUS+	
TRADEMARK			

OP \$490.00 4977926

Property Type	Number	Word Mark
Serial Number:	86882601	JUICE PLUS+

CORRESPONDENCE DATA

Fax Number: 9192868199

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: 919 286-8000

Email: PTO_TMconfirmation@mvalaw.com, sandraday@mvalaw.com

Correspondent Name: MOORE & VAN ALLEN PLLC

Address Line 1: 3015 CARRINGTON MILL BOULEVARD

Address Line 2: SUITE 400

Address Line 4: MORRISVILLE, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER:	410643.205
NAME OF SUBMITTER:	John Slaughter
SIGNATURE:	/john slaughter/
DATE SIGNED:	06/23/2017

Total Attachments: 4

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of June 23, 2017 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and SunTrust Bank, as Administrative Agent (the "Administrative Agent") for the holders of the Secured Obligations referenced therein, the undersigned Obligor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications set forth on Schedule 1 hereto to the Administrative Agent for the ratable benefit of the holders of the Secured Obligations.

The undersigned Obligor and the Administrative Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

[Signature Pages Follow]

Very truly yours,

THE JUICE PLUS+ COMPANY, LLC, a Tennessee
limited liability company

By: 

Name: H. Parker Harness III

Title: Chief Financial Officer

140 Crescent Drive
Collierville, TN 38017

Acknowledged and Accepted:

SUNTRUST BANK, as Administrative Agent

By: 

Name: Sherry D. Harris

Title: Senior Vice President

SunTrust Bank

Agency Services

303 Peachtree Street, N.E., 25th Floor

Atlanta, Georgia 30308

Attention: Mr. Doug Weltz

Facsimile: (404) 495-2170

Email:

agency.services@suntrust.com

THE JUICE PLUS+ COMPANY, LLC
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

TRADEMARK
REEL: 006090 FRAME: 0683

Schedule 1

**The Juice Plus+ Company, LLC
(Tennessee Limited Liability Company)**

U.S. Trademarks

Trademark Registrations

Mark	Reg. No.	Reg. Date
INSPIRING HEALTHY LIVING AROUND THE WORLD	4977926	06/14/16
BRIDGE THE GAP	4696134	03/03/15
JUICE PLUS+ VIRTUAL OFFICE (Stylized)	4596458	09/02/14
LIVE LIFE TO THE PLUS+	4529852	05/13/14
THE NEXT BEST THING TO FRUITS AND VEGETABLES	3365129	01/08/08
VINEYARD BLEND	3298660	09/25/07
JUICE PLUS+ ORCHARD BLEND and Design	2761699	09/09/03
JUICE PLUS+ GARDEN BLEND and Design	2758840	09/02/03
JUICE PLUS+ COMPLETE	2474348	07/31/01
VIRTUAL FRANCHISE	2402849	11/07/00
JUICE PLUS+ and Design	2176291	07/28/98
JUICE PLUS+	2158471	05/19/98
JUICE PLUS+ THINS	2154665	05/05/98
NSA	2152095	04/21/98
NSA (Stylized)	2150527	04/14/98
JUICE PLUS +	1854442	09/20/94
NSA (Stylized)	1450625	08/04/87

Trademark Applications

Mark	Appl. No.	Filing Date
JUICE PLUS+ (Stylized)	86882663	01/21/16
JUICE PLUS+ (Stylized)	86882601	01/21/16