

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Trademarks

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Fifth Third Bank		08/02/2012	Banking Corporation: UNITED STATES

RECEIVING PARTY DATA

Name:	Innovation Ventures, LLC
Street Address:	38955 Tech Drive
City:	Farmington Hills
State/Country:	MICHIGAN
Postal Code:	48331
Entity Type:	LLC: UNITED STATES

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	77522602	5-HOUR ENERGY
Serial Number:	77649631	FIVE ENERGY
Serial Number:	77649640	ENERGY 5
Serial Number:	77649637	ENERGY FIVE
Registration Number:	3003077	5 HOUR ENERGY
Serial Number:	77649634	5 ENERGY
Serial Number:	85007006	5-HOUR ENERGY
Serial Number:	85007217	
Serial Number:	85007326	5-HOUR ENERGY
Registration Number:	2896226	ZEN RESTFUL SLEEP
Serial Number:	77899751	NOT A DRINK, JUST ENERGY
Serial Number:	77899776	HOURS OF ENERGY NOW. NO 2:30 FEELING LATER.
Registration Number:	3698044	
Serial Number:	85085504	2:30 FEELING

TRADEMARK

OP \$415.00 77522602

Serial Number:	85125017	
Serial Number:	85124847	

CORRESPONDENCE DATA

Fax Number:

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

Email: daniel.cote@thomsonreuters.com

Correspondent Name: Jennifer Riehl, Legal Assistant

Address Line 1: 80 Pine Street

Address Line 2: Cahill Gordon & Reindel

Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER:	Jennifer Riehl, Legal Assistant
Signature:	/daniel cote thomsonreuters/
Date:	08/03/2012

Total Attachments: 6

source=Living Essentials - Trademark Release (08 02 12)#page1.tif

source=Living Essentials - Trademark Release (08 02 12)#page2.tif

source=Living Essentials - Trademark Release (08 02 12)#page3.tif

source=Living Essentials - Trademark Release (08 02 12)#page4.tif

source=Living Essentials - Trademark Release (08 02 12)#page5.tif

source=Living Essentials - Trademark Release (08 02 12)#page6.tif

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Fifth Third Bank

- Individual(s)
- Partnership
- Corporation- State: _____
- Other Ohio Banking Corporation
- Association
- Limited Partnership

Citizenship (see guidelines) USA

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) August 2, 2012

- Assignment
- Security Agreement
- Other Release of Trademarks
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Innovation Ventures, LLC

Street Address: 38955 Tech Drive

City: Farmington Hills

State: MI

Country: USA Zip: 48331

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other LLC Citizenship USA

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

77/522602

B. Trademark Registration No.(s)

3,003,077

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Jennifer Riehl, Legal Assistant

Internal Address: Cahill Gordon & Reindel LLP

Street Address: 80 Pine Street

City: New York

State: NY Zip: 10005

Phone Number: (212) 701-3788

Docket Number: _____

Email Address: jriehl@cahill.com

6. Total number of applications and registrations involved:

16

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ _____

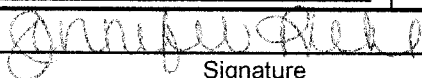
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:



Signature

Jennifer Riehl

Name of Person Signing

August 2, 2012

Date

Total number of pages including cover sheet, attachments, and document:

6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

RELEASE OF TRADEMARKS

THIS RELEASE dated August 2, 2012 by FIFTH THIRD BANK, an Ohio banking corporation ("*Fifth Third*"), with its mailing address at 38 Fountain Square Plaza, Cincinnati, Ohio 45263, acting as administrative agent for the Secured Creditors defined in that certain Trademark Collateral Agreement hereinafter defined (said Fifth Third acting as such agent and any successor or successors to said Fifth Third in such capacity being hereinafter referred to as the "*Agent*");

WITNESSETH:

WHEREAS, the Agent and Innovation Ventures, LLC, a Michigan limited liability company ("*Debtor*"), with its principal place of business and mailing address at 38955 Tech Drive, Farmington Hills, Michigan 48331 were parties to a certain Trademark Collateral Agreement dated September 24, 2010, and recorded with the United States Patent and Trademark Office on September 27, 2010 at Reel 004284, Frame 0357 (the "*Trademark Collateral Agreement*"), pursuant to which Debtor granted a continuing security interest in certain trademarks, trademark registrations, and trademark applications listed on Schedule A attached hereto and certain other property (collectively, the "*Trademarks*"); and

WHEREAS, Debtor has requested that the Agent release its security interests in the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

The Agent hereby releases all of its security interests in, and reassigns, grants and conveys to Debtor without any representation, warranty, recourse or undertaking by the Agent, all of its right, title and interest, if any, in and to:

(i) Each trademark, trademark registration and trademark application listed on Schedule A hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration and trademark application; and

(ii) All proceeds of the foregoing, including without limitation any claim by Debtor against third parties for damages by reason of past, present or future infringement of any trademark, trademark registration or trademark application listed on Schedule A hereto or by reason of injury to the goodwill associated with any such trademark, trademark registration, or trademark application, in each case together with the right to sue for and collect said damages.

To the extent that the Agent recorded a security interest, in accordance with the Trademark Collateral Agreement, with the United States Patent and Trademark Office in any

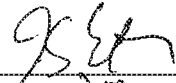
other trademarks, trademark registrations, or trademark applications that are not listed in Schedule A they shall be considered to be subject to the present Release of Trademarks.

The Agent hereby authorizes Debtor to file this agreement with the United States Patent and Trademark Office at the sole cost and expense of Debtor.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the Agent has caused this Release of Trademarks to be duly executed by its duly authorized officer as of the day and year first above written.

FIFTH THIRD BANK, as Agent

By 
Name Jeffrey S. Leithauer
Title Vice President

SCHEDULE A

TO RELEASE OF TRADEMARKS

Trademark Registrations and Applications with the United States Patent and Trademark Office

<u>Name of Mark</u>	<u>Serial/Registration Number</u>	<u>Filing/Issue Date</u>	<u>Country of Filing</u>	<u>Pending / Registered</u>
5-HOUR ENERGY	77/522,602	07/15/2008	US	Pending
FIVE ENERGY	77/649,631	01/14/2009	US	Pending
ENERGY 5	77/649,640	01/14/2009	US	Pending
ENERGY FIVE	77/649,637	01/14/2009	US	Pending
5 HOUR ENERGY	3,003,077	09/27/2005	US	Registered
5 ENERGY	77/649,634	01/14/2009	US	Pending
5-HOUR ENERGY	85/007,006	04/06/2010	US	Pending
RUNNING MAN design	85/007,217	04/06/2010	US	Pending
5-HOUR ENERGY design	85/007,326	04/06/2010	US	Pending
ZEN RESTFUL SLEEP	2,896,226	10/19/2004	US	Registered
NOT A DRINK, JUST ENERGY	77/899,751	12/23/2009	US	Pending

HOURS OF ENERGY NOW. NO 2:30 FEELING LATER.	77/899,776	12/23/2009	US	Pending
RUNNING MAN design	3,698,044	10/20/2009	US	Registered
2:30 FEELING	85/085,504	07/15/2010	US	Pending
LABEL (STANDARD BOTTLE LABEL WITHOUT "5-HOUR ENERGY")	85/125,017	09/08/2010	US	Pending
LABEL (STANDARD LABEL W/O COLOR W/O "5-HOUR ENERGY")	85/124,847	09/08/2010	US	Pending