

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
NSA, LLC		10/25/2013	LIMITED LIABILITY COMPANY: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Juice Plus+ Company, LLC		
<b>Street Address:</b>	140 Crescent Drive		
<b>City:</b>	Collierville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38017		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TENNESSEE		
<b>PROPERTY NUMBERS Total: 19</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
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	

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**

source=Certified Copies\_The Juice Plus+ Company LLC (formerly NSA LLC)#page1.tif

source=Certified Copies\_The Juice Plus+ Company LLC (formerly NSA LLC)#page2.tif

source=Certified Copies\_The Juice Plus+ Company LLC (formerly NSA LLC)#page3.tif



**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

**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**

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

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