

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	TRADEMARK SECURITY AGREEMENT (USPTO)

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
SBD HOLDINGS GROUP CORP.		10/09/2012	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	CITY NATIONAL BANK
<b>Street Address:</b>	555 S. Flower Street, 21st Floor
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90071
<b>Entity Type:</b>	National Banking Association: UNITED STATES

**PROPERTY NUMBERS Total: 62**

Property Type	Number	Word Mark
Serial Number:	77627149	CHANGING THE WAY AMERICA EATS
Serial Number:	77627199	CHANGING THE WAY AMERICA EATS
Registration Number:	3663963	CHANGING THE WAY AMERICA EATS
Registration Number:	3136235	CHANGING THE WAY AMERICA EATS
Registration Number:	3136234	CHANGING THE WAY AMERICA EATS
Registration Number:	3557922	CHANGING THE WAY AMERICA EATS
Registration Number:	3561446	CHANGING THE WAY AMERICA EATS
Serial Number:	77496441	LET THE BEACH COME TO YOU
Serial Number:	77733803	LIFE IS BETTER ON THE BEACH
Serial Number:	77733839	LIFE IS BETTER ON THE BEACH
Serial Number:	77733869	LIFE IS BETTER ON THE BEACH
Serial Number:	77733896	LIFE IS BETTER ON THE BEACH
Serial Number:	77733939	LIFE IS BETTER ON THE BEACH
Serial Number:	77734016	LIFE IS BETTER ON THE BEACH

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Serial Number:	77734099	LIFE IS BETTER ON THE BEACH
Serial Number:	77734571	LIFE IS BETTER ON THE BEACH
Serial Number:	77734041	LIFE IS BETTER ON THE BEACH
Serial Number:	77734054	LIFE IS BETTER ON THE BEACH
Serial Number:	77733921	LIFE IS BETTER ON THE BEACH
Registration Number:	3894868	PROTEIN FIT
Registration Number:	2910278	SOUTH BEACH DIET
Registration Number:	3554508	SOUTH BEACH DIET
Registration Number:	3213757	SOUTH BEACH DIET
Registration Number:	3107236	SOUTH BEACH DIET
Registration Number:	3107235	SOUTH BEACH DIET
Registration Number:	3557917	SOUTH BEACH DIET
Registration Number:	3557916	SOUTH BEACH DIET
Registration Number:	3123993	SOUTH BEACH DIET
Registration Number:	2633433	SOUTH BEACH DIET
Serial Number:	77757573	SOUTH BEACH DIET
Serial Number:	78479437	SOUTH BEACH DIET
Serial Number:	77463612	SOUTH BEACH DIET DELIVERED
Serial Number:	85109010	SOUTH BEACH HEALTHY
Serial Number:	85109006	SOUTH BEACH HEALTHY
Serial Number:	85109001	SOUTH BEACH HEALTHY
Serial Number:	85108998	SOUTH BEACH HEALTHY
Serial Number:	85108993	SOUTH BEACH HEALTHY
Serial Number:	85108991	SOUTH BEACH HEALTHY
Serial Number:	85108990	SOUTH BEACH HEALTHY
Serial Number:	85108986	SOUTH BEACH HEALTHY
Serial Number:	85108980	SOUTH BEACH HEALTHY
Registration Number:	3644911	SOUTH BEACH LIVING
Registration Number:	3588906	SOUTH BEACH LIVING
Registration Number:	3652612	SOUTH BEACH LIVING
Serial Number:	77737063	SOUTH BEACH LIVING
Serial Number:	85088824	SOUTH BEACH LIVING
Serial Number:	85088914	SOUTH BEACH LIVING
Serial Number:	85088835	SOUTH BEACH LIVING
Serial Number:	85088868	SOUTH BEACH LIVING

	85088906	SOUTH BEACH LIVING
Serial Number:	85088899	SOUTH BEACH LIVING
Serial Number:	85088903	SOUTH BEACH LIVING
Serial Number:	85088910	SOUTH BEACH LIVING
Serial Number:	77187569	SOUTH BEACH SOLUTIONS
Serial Number:	77187549	SOUTH BEACH SOLUTIONS
Serial Number:	77187540	SOUTH BEACH SOLUTIONS
Serial Number:	77187528	SOUTH BEACH SOLUTIONS
Serial Number:	77187518	SOUTH BEACH SOLUTIONS
Serial Number:	77187445	SOUTH BEACH SOLUTIONS
Serial Number:	77187364	SOUTH BEACH SOLUTIONS
Serial Number:	77496422	THE DIET THAT TRULY DELIVERS
Registration Number:	3651891	TIDE ME OVER

**CORRESPONDENCE DATA**

Fax Number: 2136270705  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 213.683.5698  
Email: MinetteTayco@paulhastings.com  
Correspondent Name: Minette M. Tayco, c/o Paul Hastings LLP  
Address Line 1: 515 S. Flower Street, 25th Floor  
Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	SOUTHBEACH (38468.99): TR
NAME OF SUBMITTER:	Minette M. Tayco
Signature:	/Minette M. Tayco/
Date:	10/09/2012

**Total Attachments: 53**

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**TRADEMARK**

**REEL: 004876 FRAME: 0556**



## TRADEMARK SECURITY AGREEMENT (USPTO)

This **TRADEMARK SECURITY AGREEMENT (USPTO)** (this "Agreement"), dated as of October 9, 2012, is entered into by and between **SBD HOLDINGS GROUP CORP.**, a Delaware corporation ("Debtor"), and **CITY NATIONAL BANK**, a national banking association ("Secured Party"), with reference to the following:

W I T N E S S E T H:

**WHEREAS**, Debtor and Secured Party have entered into that certain Loan and Security Agreement, of even date herewith (as amended, restated, modified, renewed or extended from time to time, the "Loan Agreement"), pursuant to which Secured Party has agreed to make certain financial accommodations to Debtor and Debtor has granted to Secured Party security interests in (among other things) all of the general intangibles of Debtor;

**WHEREAS**, Secured Party is willing to make financial accommodations to Debtor provided for in the Loan Agreement and the other Loan Documents, but only upon the condition, among others, that Debtor shall have executed and delivered to Secured Party that certain Trademark Security Agreement, dated as of October 9, 2012 (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "Trademark Security Agreement"); and

**WHEREAS**, pursuant to the Loan Agreement, and as one of the conditions precedent to the obligations of Secured Party under the Loan Agreement, Debtor has agreed to execute and deliver this Agreement to Secured Party for filing with the PTO and with any other relevant recording systems in any domestic jurisdiction, and as further evidence of and to effectuate Secured Party's existing security interests in the trademarks and other general intangibles described herein.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Debtor hereby agrees in favor of Secured Party as follows:

1. Defined Terms. All initially capitalized terms used but not otherwise defined herein have the meanings given to them in the Trademark Security Agreement or, if not defined therein, in the Loan Agreement, and this Agreement shall be subject to the rules of construction set forth in Section 1(c) of the Trademark Security Agreement, which rules of construction are incorporated herein by this reference, *mutatis mutandis*.

2. Security Interest.

(a) Grant of Security Interests. To secure the prompt payment and performance of the Secured Obligations, Debtor hereby grants to Secured Party continuing security interest (referred to in this Agreement as the "Security Interest") in all of Debtor's right, title and interest in and to the following property, whether now existing or hereafter acquired or arising and whether registered or unregistered (collectively, the "Trademark Collateral"):

(i) all Trademarks;

(ii) all claims, causes of action and rights to sue for past, present or future infringement or unconsented use of any Trademarks and all rights arising therefrom and pertaining thereto;

(iii) all general intangibles related to or arising out of any of the Trademarks and all the goodwill of Debtor's business symbolized by the Trademarks or associated therewith; and

(iv) all Proceeds of any and all of the foregoing Trademark Collateral (including license royalties, rights to payment, accounts receivable and proceeds of infringement suits) and, to the extent not otherwise included, all payments under insurance (whether or not Secured Party is the loss payee thereof) or any indemnity, warranty or guaranty payable by reason of loss or damage to or otherwise with respect to the foregoing Trademark Collateral.

(b) Continuing Security Interests. Debtor agrees that this Agreement shall create continuing security interests in the Trademark Collateral which shall remain in effect until terminated.

Notwithstanding the foregoing, no grant of any security interest shall be deemed granted hereunder on or in any intent-to-use Trademark application for which a statement of use has not been filed and accepted with the PTO, to the extent granting of a security interest therein would impair the validity or enforceability of, or void, such intent-to-use Trademark application or any registration issuing therefrom under applicable federal law.

3. Security For Secured Obligations. This Agreement and the Security Interest created hereby secures the payment and performance of the Secured Obligations, whether now existing or arising hereafter. Without limiting the generality of the foregoing, this Agreement secures the payment of all amounts which constitute part of the Secured Obligations and would be owed by Debtor to Secured Party, whether or not they are unenforceable or not allowable due to the existence of an Insolvency Proceeding involving Debtor.

4. Security Agreement. The Security Interest granted pursuant to this Agreement is granted in conjunction with the security interests granted to Secured Party pursuant to the Trademark Security Agreement and Loan Agreement. Debtor hereby acknowledges and affirms that the rights and remedies of Secured Party with respect to the Security Interest in the Trademark Collateral made and granted hereby are more fully set forth in the Trademark Security Agreement and the Loan Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. Nothing contained in this Agreement shall limit any of the rights or remedies of Secured Party under the Loan Agreement. To the extent there is any inconsistency between (i) this Agreement and the Trademark Security Agreement, the Trademark Security Agreement shall control and (ii) this Agreement and the Loan Agreement, the Loan Agreement shall control.

5. Authorization To Supplement. If Debtor shall obtain rights to any new Trademarks, the provisions of this Agreement shall automatically apply thereto. Debtor shall give notice in writing to Secured Party with respect to any such new trademarks to the extent required by any of the Loan Documents. Without limiting Debtor's obligations under this

Section, Debtor hereby authorizes Secured Party unilaterally to modify this Agreement by amending Schedule I to include any such new Trademarks of Debtor. Notwithstanding the foregoing, no failure to so modify this Agreement or amend Schedule I shall in any way affect, invalidate or detract from Secured Party's continuing security interest in all Collateral, whether or not listed on Schedule I.

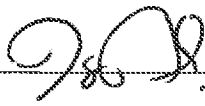
6. Counterparts. This Agreement may be executed in any number of counterparts and by different parties on separate counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, when taken together, shall constitute but one and the same Agreement. Delivery of an executed counterpart of this Agreement by telefacsimile or other electronic method of transmission shall be equally as effective as delivery of an original executed counterpart of this Agreement. Any party delivering an executed counterpart of this Agreement by telefacsimile or other electronic method of transmission also shall deliver an original executed counterpart of this Agreement but the failure to deliver an original executed counterpart shall not affect the validity, enforceability, and binding effect of this Agreement. The foregoing shall apply to each other Loan Document *mutatis mutandis*.

7. CHOICE OF LAW AND VENUE, JURY TRIAL WAIVER. THIS AGREEMENT SHALL BE SUBJECT TO THE PROVISIONS REGARDING CHOICE OF LAW AND VENUE, JURY TRIAL WAIVER, AND JUDICIAL REFERENCE SET FORTH IN SECTION 13 OF THE LOAN AGREEMENT, AND SUCH PROVISIONS ARE INCORPORATED HEREIN BY THIS REFERENCE, *MUTATIS MUTANDIS*.

[Signature pages follow.]

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement, as of the date first above written.

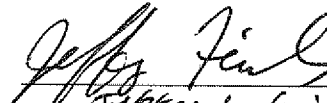
**SBD HOLDINGS GROUP CORP.,**  
a Delaware corporation

By:   
Name: Doug Becker  
Title: CEO

[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT (TO BE FILED WITH UNITED STATES PATENT AND TRADEMARK OFFICE)]



**CITY NATIONAL BANK,**  
a national banking association, as Secured Party

By:   
Name: Jeffrey Feinberg  
Title: Senior Vice President

[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT (TO BE FILED WITH UNITED STATES PATENT AND TRADEMARK OFFICE)]

**TRADEMARK**  
**REEL: 004876 FRAME: 0562**

**SCHEDULE I**  
to  
**TRADEMARK SECURITY AGREEMENT (USPTO)**

**Trademark Registrations/Applications**

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
Australia	SOUTH BEACH DIET	Registered	983396	July 18, 2006	<p>Class: 5 Food supplements, vitamins, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, meal replacement powders, nutritional candy bars</p> <p>Class: 9 Prerecorded video tapes, audio tapes, CD-ROMs (compact disc - ready only memory), DVDs (digital versatile discs/digital video discs) and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries</p> <p>Class: 16 Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight management, nutrition, menu planning, recipes and fitness; diet and nutrition information for the</p>	<b>December 24, 2013</b> – Renewal Due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>prevention of coronary heart disease</p> <p>Class: 29 Prepared entrees, side dishes and meals consisting primarily of beef, seafood or poultry; vegetable based ready to eat food bars, protein based ready to eat food bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies, and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil</p> <p>Class: 30 Ready to eat food bars and snack foods made with whole grains; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavoured gelatin, fat-free and sugar-free pudding, shakes, shake mixes, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections</p> <p>Class: 32 Fruit juices, soft drinks and sports drinks, all containing no sugar or sugar substitutes</p> <p>Class: 35 Telephone and mail order catalogue services, online catalogue order services via the Internet, all featuring books, cookbooks, foods, dietary preparations, nutritional supplements, food and drink mixes and</p>	

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					vitamins  Class: 39 Food delivery services  Class: 41 Providing information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries through a web site  Class: 43 Food preparation services	
Brazil	SOUTH BEACH DIET	Registered	82621907 1	February 12, 2008	Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries	<b>February 12, 2018</b> – Renewal due
Brazil	SOUTH BEACH DIET	Registered	82621906 3	February 12, 2008	Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease	<b>February 12, 2018</b> – Renewal due
Brazil	SOUTH	Registered	82619055	August 3,	Class 44: Providing a web	<b>August 3, 2020</b> –

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
	BEACH DIET	d		2010	site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries	Renewal due
Canada	SOUTH BEACH DIET	Registered	TMA758, 101	January 27, 2010	<p>Class 9: Prerecorded CD-ROMs, DVD's featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle.</p> <p>Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease</p> <p>Class 44: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries</p>	<b>January 27, 2025</b> – Renewal Due
Canada	SOUTH BEACH LIVING	Pending	1,496,075	September 15, 2010	Class 5: Vitamins, mineral supplements, meal replacement and dietary supplement drink mixes, meal replacement and	<b>September 15, 2013</b> – Deadline to file Declaration of Use

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>dietary supplement drinks, nutritionally fortified beverages, meal replacement powders, nutritional candy bars.</p> <p>Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies, and fruit spreads, fruit toppings, whipped toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, mayonnaise, sour cream, processed nuts, milk-based beverages containing coffee, snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, yogurt-based beverages; cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit.</p> <p>Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and</p>	

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, fat-free and sugar-free puddings, puddings, cheesecakes, shakes, shake mixes, tea, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches.	
China	SOUTH BEACH DIET	Registered	4255389	February 28, 2009	Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease; calendars	<b>February 27, 2019 –</b> Renewal Due
China	SOUTH BEACH DIET	Registered	4255388	February 7, 2008	Class 42: Hosting a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and	<b>February 6, 2018 –</b> Renewal Due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries	
China	SOUTH BEACH DIET	Unpublished Application (Pending)	4255406	September 6, 2004	Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; sugar-free peanut butter, butter substitutes; sugar-free and low sugar jams, jellies, and fruit spreads; fruit toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, sour cream, processed nuts, snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit	
China	SOUTH BEACH DIET	Unpublished Application (Pending)	4255407	September 6, 2004	Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa	



Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, fat-free and sugar-free pudding, puddings, cheesecake, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches; mayonnaise	
Croatia	SOUTH BEACH DIET	Registered	Z200412 70	July 13, 2005	Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease; calendars  Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat	<b>August 13, 2014 –</b> Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>food bars, protein based nutrient dense snack bars; sugar-free peanut butter, butter substitutes; sugar-free and low sugar jams, jellies, and fruit spreads; fruit toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, sour cream, processed nuts, snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit</p> <p>Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, fat-free and sugar-free pudding, puddings, cheesecake, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped</p>	

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches; mayonnaise	
Czech Republic	SOUTH BEACH DIET	Registered	268271	December 28, 2004	<p>Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries</p> <p>Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease</p> <p>Class 42: Creation and administration of web sites provided information on weight loss, weight influencing and keeping diets, recipes and food planning, exercise, nutrition, health and life style and about interactive</p>	<b>January 2, 2014</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					function for slimming, especially function for weight monitoring	
European Community	SOUTH BEACH DIET	Registered	3593993	April 28, 2005	<p>Class 5: Food supplements, namely vitamins, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, meal replacement powders and nutritional candy bars</p> <p>Class 9: Prerecorded video tapes, audio tapes, CD-RMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries</p> <p>Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness, diet and nutrition information for the prevention of coronary heart disease.</p> <p>Class 29: Prepared entrees, side dishes, and meals consisting primarily of beef, seafood or poultry; vegetable based ready-to-eat food bars, protein based</p>	<b>December 23, 2013</b> - Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>ready-to-eat food bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil; sugar-free flavoured gelatine</p> <p>Class 30: Ready-to-eat food bars and snack foods made with whole grains, oatmeal, whole grain breads; whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, fat-free and sugar-free pudding, sugar substitutes; salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections.</p> <p>Class 35: Telephone and mail order catalogue services, online catalogue order services via the Internet, all featuring books, cookbooks, foods, dietary preparations, nutritional supplements, food and drink mixes and vitamins.</p> <p>Class 39: Food delivery services.</p> <p>Class 41: Providing a website featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers,</p>	

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					shopping list generators and on-line diaries.  Class 43: Food preparation services featuring home delivery.	
Florida (U.S. State)	SOUTH BEACH DIET	Registered	T990000 00534	April 23, 1999	Class 42: Modified low carbohydrate nutritional plan and system	<b>April 23, 2014</b> – Renewal due
Israel	SOUTH BEACH DIET	Registered	169236	October 9, 2005	Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries	<b>December 21, 2013</b> – Renewal due
Israel	SOUTH BEACH DIET	Registered	169237	October 9, 2005	Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease	<b>December 21, 2013</b> – Renewal due
Israel	SOUTH BEACH DIET	Registered	169238	October 9, 2005	Class 44: Providing information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries; all provided	<b>December 21, 2013</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
Japan	SOUTH BEACH DIET	Registered	4816940	November 12, 2004	<p>through a web site</p> <p>Class 9: Pre-recorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries</p> <p>Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease</p> <p>Class 41: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries</p>	<b>November 12, 2014</b> – Renewal due
Lebanon	SOUTH BEACH DIET	Registered	99431	September 16, 2004	Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books,	<b>September 16, 2019</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease</p> <p>Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; sugar-free peanut butter, butter substitutes; sugar-free and low sugar jams, jellies, and fruit spreads; fruit toppings, whipped toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, mayonnaise, sour cream, processed nuts, milk-based beverages containing coffee; snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, yogurt-based beverages; cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit</p> <p>Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain</p>	



Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, fat-free and sugar-free pudding, puddings, cheesecake, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches</p> <p>Class 41: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries</p>	
Mexico	SOUTH BEACH DIET	Registered	898997	August 24, 2004	Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on	<b>January 7, 2014</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries	
Mexico	SOUTH BEACH DIET	Registered	874669	March 31, 2005	Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease	<b>January 7, 2014</b> – Renewal due
Mexico	SOUTH BEACH DIET	Registered	849381	August 25, 2004	Class 29: Prepared entrees, side dishes and meals consisting primarily of beef, seafood or poultry; vegetable based ready to eat food bars, protein based ready to eat food bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies, and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil	<b>January 7, 2014</b> – Renewal due
Mexico	SOUTH BEACH DIET	Registered	849380	August 25, 2004	Class 30: Ready to eat food bars and snack foods made with whole grains; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free	<b>January 7, 2014</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					flavored gelatin, fat-free and sugar-free pudding, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections	
Mexico	SOUTH BEACH DIET	Registered	848996	August 24, 2004	Class 32: Fruit juices, soft drinks and sports drinks, all containing no sugar or sugar substitutes	<b>January 7, 2014</b> – Renewal due
Mexico	SOUTH BEACH DIET	Registered	913359	December 13, 2005	Class 39: Food delivery services	<b>January 7, 2014</b> – Renewal due
Mexico	SOUTH BEACH DIET	Registered	851753	September 21, 2004	Class 43: Food preparation services featuring home delivery	<b>January 7, 2014</b> – Renewal due
Mexico	SOUTH BEACH DIET	Registered	910936	November 30, 2005	Class 44: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries	<b>January 7, 2014</b> – Renewal due
Mexico	SOUTH BEACH LIVING	Registered	1116509	August 25, 2009	Class 5: Food supplements, vitamins, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, meal replacement powders, nutritional candy bars	<b>May 14, 2018</b> – Renewal due
Mexico	SOUTH BEACH LIVING	Registered	1080379	January 22, 2009	Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease	<b>May 14, 2018</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
Mexico	SOUTH BEACH LIVING	Registered	1080378	January 22, 2009	Class 29: Prepared entrees, side dishes and meals consisting primarily of beef, seafood or poultry; vegetable based ready to eat food bars, protein based ready to eat food bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies, and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil	<b>May 14, 2018</b> – Renewal due
Mexico	SOUTH BEACH LIVING	Registered	1086975	February 24, 2009	Class 30: Ready to eat food bars and snack foods made with whole grains; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, fat-free and sugar-free pudding, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free frozen confections	<b>May 14, 2018</b> – Renewal due
Mexico	SOUTH BEACH LIVING	Registered	1182591	October 5, 2010	Class 39: Food delivery services	<b>May 14, 2018</b> – Renewal due
Mexico	SOUTH BEACH LIVING	Registered	1082874	February 9, 2009	Class 44: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries	<b>May 14, 2018</b> – Renewal due
Mexico	CHANGING THE WAY AMERICA EATS	Pending	744410	October 12, 2005	Class 5: Food supplements, vitamins, mineral supplements, nutritional supplements, dietary supplements, food and beverage substitutes such as dietary supplements	Rejection of application withdrawn

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
Mexico	CHANGING THE WAY AMERICA EATS	Pending	744411	October 12, 2005	Class 29: Prepared entrees, side dishes and meals consisting primarily of beef, seafood or poultry; vegetable based ready to eat food bars, protein based ready to eat food bars; sugar-free peanut butter, butter substitutes, sugar- free and low sugar jams, jellies, and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil	Rejection of application was appealed  Federal Tribunal granted appeal and ordered registration  Trademark Office appealed decision
Mexico	CHANGING THE WAY AMERICA EATS	Pending	744412	October 12, 2005	Class 30: Ready to eat food bars and snack foods made with whole grains; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, fat-free and sugar-free pudding, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections	Rejection of application was appealed  Federal Tribunal granted appeal and ordered registration  Trademark Office appealed decision
New Zealand	SOUTH BEACH DIET	Registere d	706407	June 24, 2004	Class 5: food supplements, vitamins, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, meal replacement powders, nutritional candy bars  Class 9: prerecorded video tapes, audio tapes, CD- ROMs (compact disc-read only memories), DVDs (digital video discs/digital versatile discs) and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning,	<b>December 24, 2013</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries 8116 cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease</p> <p>Class 29: prepared entrees, side dishes and meals consisting primarily of beef, seafood or poultry; vegetable based ready to eat food bars, protein based ready to eat food bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies, and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil</p> <p>Class 30: ready to eat food bars and snack foods made with whole grains; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavoured gelatin, fat-free and sugar-free pudding,</p>	

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>shakes, shake mixes, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections</p> <p>Class 32: fruit juices; soft drinks and sports drinks, all containing no sugar or sugar substitutes</p> <p>Class 35: telephone and mail order catalogue services, online catalogue order services via the Internet, all featuring books, cookbooks, foods, dietary preparations, nutritional supplements, food and drink mixes and vitamins</p> <p>Class 39: food delivery services</p> <p>Class 41: providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries</p> <p>Class 43: food preparation services featuring home delivery</p>	
Norway	SOUTH BEACH DIET	Registered	225658	January 26, 2005	<p>Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs; computer software</p> <p>Class 16: Printed matter; books; cookbooks and brochures; informative printed matters</p> <p>Class 41: Education in the</p>	<b>January 26, 2015 –</b> Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					form of a website featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely weight trackers, shopping list generators and online diet diaries	
Romania	SOUTH BEACH DIET	Registered	63071	September 6, 2004	<p>Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease; calendars</p> <p>Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; sugar-free peanut butter, butter substitutes; sugar-free and low sugar jams, jellies, and fruit spreads; fruit toppings, whipped toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, mayonnaise, sour cream, processed nuts; snack mix consisting primarily of processed fruits, processed</p>	<b>September 6, 2014</b> - Renewal due



Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit</p> <p>Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, fat-free and sugar-free pudding, puddings, cheesecake, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches</p> <p>Class 38: Providing a web site featuring information</p>	

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries	
Russian Federation	SOUTH BEACH DIET	Registered	299651	December 19, 2005	<p>Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries</p> <p>Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease; calendars</p> <p>Class 41: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features,</p>	<b>August 4, 2014</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					namely, weight trackers, shopping list generators and on-line diet diaries	
Serbia	SOUTH BEACH DIET	Registered	50166	February 28, 2006	<p>Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease; calendars</p> <p>Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; sugar-free peanut butter, butter substitutes; sugar-free and low sugar jams, jellies, and fruit spreads; fruit toppings, whipped toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, mayonnaise, sour cream, processed nuts, snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit</p>	<b>August 13, 2014</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, fat-free and sugar-free pudding, puddings, cheesecake, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches</p> <p>Class 41: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators</p>	

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
Slovenia	SOUTH BEACH DIET	Registered	20471507	May 16, 2005	<p>and on-line diet diaries</p> <p>Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness; diet and nutrition information for the prevention of coronary heart disease; calendars</p> <p>Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; sugar-free peanut butter, butter substitutes; sugar-free and low sugar jams, jellies, and fruit spreads; fruit toppings, whipped toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, mayonnaise, sour cream, processed nuts, snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit</p> <p>Class 30: Ready to eat food bars and snack foods made</p>	<b>August 13, 2014</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					<p>with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, fat-free and sugar-free pudding, puddings, cheesecake, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches</p> <p>Class 41: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries</p>	
U.S.	CHANGING	Pending	77/627,14	December	Class 9: Pre-recorded video	January 14, 2012 –

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
	THE WAY AMERICA EATS	<b>Filed on an ITU basis</b>	9	5, 2008	tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries	Deadline to file Statement of Use or 5th extension of time in order to file a Statement of Use
U.S.	CHANGING THE WAY AMERICA EATS	Pending <b>Filed on an ITU basis</b>	77/627,19 9	December 5, 2008	Class 35: Telephone and mail order catalogue services, online catalogue order services via the Internet, all featuring books, cookbooks, foods, dietary preparations, nutritional supplements, food and drink mixes and vitamins	<b>January 14, 2012</b> – Deadline to file Statement of Use or 5th extension of time in order to file a Statement of Use
U.S.	CHANGING THE WAY AMERICA EATS	Registered	3,663,963	August 4, 2009	Class 5: Meal replacement and dietary supplement drink mixes	<b>August 4, 2015</b> – Declaration of Use due
U.S.	CHANGING THE WAY AMERICA EATS	Registered	3,136,235	August 29, 2006	Class 29: Prepared entrees, side dishes and meals consisting primarily of beef, seafood or poultry; vegetable based ready to eat food bars, protein based ready to eat food bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies, and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil	<b>August 29, 2012</b> – Declaration of Use due
U.S.	CHANGING THE WAY AMERICA EATS	Registered	3,136,234	August 29, 2006	Class 30: Ready to eat food bars and snack foods made with whole grains; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free	<b>August 29, 2012</b> – Declaration of Use due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, fat-free and sugar-free pudding, shakes, shake mixes, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, nutritional candy bars	
U.S.	CHANGING THE WAY AMERICA EATS	Registered	3,557,922	January 6, 2009	Class 39: Food delivery services	<b>January 6, 2015</b> – Declaration of Use due
U.S.	CHANGING THE WAY AMERICA EATS	Registered	3,561,446	January 13, 2009	Class 43: Food preparation services	<b>January 13, 2015</b> – Declaration of Use due
U.S.	LET THE BEACH COME TO YOU	Pending <b>Filed on an ITU basis</b>	77/496,44 1	June 11, 2008	Class 39: Food delivery services	<b>December 2, 2011</b> - Deadline to file Statement of Use or 5 <sup>th</sup> extension of time in order to file a Statement of Use
U.S.	LIFE IS BETTER ON THE BEACH	Pending <b>Filed on an ITU basis</b>	77/733,80 3	May 11, 2009	Class 5: Food supplements, vitamins, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, meal replacement powders, meal replacement bars	<b>December 15, 2011</b> – Deadline to file Statement of Use or 4th extension of time in order to file a Statement of Use
U.S.	LIFE IS BETTER ON THE BEACH	Pending <b>Filed on an ITU basis</b>	77/733,83 9	May 11, 2009	Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle	<b>December 15, 2011</b> – Deadline to file Statement of Use or 4th extension of time in order to file a Statement of Use
U.S.	LIFE IS BETTER ON THE BEACH	Pending <b>Filed on an ITU basis</b>	77/733,86 9	May 11, 2009	Class 16: Books, printed guides and brochures featuring topics relating to weight loss, weight control, weight maintenance, nutrition, menu planning, recipes, fitness, diet and nutrition information for the prevention of coronary	<b>December 15, 2011</b> – Deadline to file Statement of Use or 4th extension of time in order to file a Statement of Use




Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					heart disease, cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages, diet booklets and pamphlets	
U.S.	LIFE IS BETTER ON THE BEACH	Pending  <b>Filed on an ITU basis</b>	77/733,89 6	May 11, 2009	Class 29: Prepared entrees, side dishes and meals consisting primarily of beef, seafood or poultry; vegetable based ready to eat food bars, protein based ready to eat food bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies, and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil	<b>December 15, 2011</b> – Deadline to file Statement of Use or 4th extension of time in order to file a Statement of Use
U.S.	LIFE IS BETTER ON THE BEACH	Pending  <b>Filed on an ITU basis</b>	77/733,93 9	May 11, 2009	Class 35: Online catalogue order services via the Internet, all featuring books, cookbooks, foods, and drink mixes	<b>December 15, 2011</b> – Deadline to file Statement of Use or 4th extension of time in order to file a Statement of Use
U.S.	LIFE IS BETTER ON THE BEACH	Pending  <b>Filed on an ITU basis</b>	77/734,01 6	May 11, 2009	Class 39: Food delivery services, cruise ship services	<b>December 15, 2011</b> – Deadline to file Statement of Use or 4th extension of time in order to file a Statement of Use
U.S.	LIFE IS BETTER ON THE BEACH	Pending  <b>Filed on an ITU basis</b>	77/734,09 9	May 11, 2009	Class 43: Food preparation services	<b>December 15, 2011</b> – Deadline to file Statement of Use or 4th extension of time in order to file a Statement of Use
U.S.	LIFE IS BETTER ON THE BEACH	Pending  <b>Filed on an ITU basis</b>	77/734,57 1	May 12, 2009	Class 44: Weight reduction diet planning and supervision services, namely, providing weight loss, weight control and weight maintenance services, menu planning, nutrition counseling services; food nutrition consultation services; weight control evaluation services; weight control treatment services; advice and counseling services for diet, nutrition and menu	<b>December 15, 2011</b> – Deadline to file Statement of Use or 4th extension of time in order to file a Statement of Use

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					planning for the prevention of coronary heart disease; counseling services in the field of weight loss, weight control, weight maintenance, nutrition and menu planning; personal services for weight loss, weight control and weight maintenance	
U.S.	LIFE IS BETTER ON THE BEACH	Pending  <b>Filed on an ITU basis</b>	77/734,04 1	May 11, 2009	Class 41: Providing a web site featuring information about exercise and fitness  Class 44: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, nutrition, health and lifestyle wellness, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries  Class 45: Provision of a web site featuring information on lifestyles	<b>December 15, 2011</b> – Deadline to file Statement of Use or 3rd extension of time in order to file a Statement of Use
U.S.	LIFE IS BETTER ON THE BEACH	Pending  <b>Filed on an ITU basis</b>	77/734,05 4	May 11, 2009	Class 44: Modified low carbohydrate nutritional plan and system, namely, providing weight reduction diet planning and supervision services, namely, providing weight loss, weight control and weight maintenance services, nutrition counseling services; food nutrition consultation services; weight control evaluation services; weight control treatment services; advice and counseling services for diet and nutrition for the prevention of coronary heart disease; counseling services in the field of weight loss, weight control, weight maintenance and nutrition;	<b>January 6, 2012</b> – Deadline to file Statement of Use or 3 <sup>rd</sup> extension of time in order to file a Statement of Use

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					personal services for weight loss, weight control and weight maintenance	
U.S.	LIFE IS BETTER ON THE BEACH	Pending  <b>Filed on an ITU basis</b>	77/733,921	May 11, 2009	Class 30: Ready to eat food bars and snack foods made with whole grains; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free chewing gum, sugar-free flavored gelatin, fat-free and sugar-free pudding, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, namely, sugar-free cookies, caramel popcorn, pies, cakes, cheesecakes, brownies, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup and bakery desserts, sugar-free frozen confections, nutritional candy bars, pizza	<b>August 17, 2011</b> – Deadline to file Statement of Use or 2 <sup>nd</sup> extension of time in order to file a Statement of Use
U.S.	PROTEIN FIT	Registered	3,894,868	December 21, 2010	Class 30: Ready to eat food bars, namely granola based snack bars and cereal based energy bars	<b>December 21, 2016</b> – Declaration of Use due
U.S.	SOUTH BEACH DIET	Registered	2,910,278	December 14, 2004	Class 16: Books, printed guides and brochures featuring topics relating to weight loss, weight control, weight maintenance, nutrition, menu planning, recipes, fitness, diet and nutrition information for the prevention of coronary heart diseases  Class 44: Weight reduction diet planning and supervision services,	<b>December 14, 2014</b> – Renewal due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					namely, providing weight loss, weight control and weight maintenance services, menu planning, nutrition counseling services; food nutrition consultation services; weight control evaluation services; weight control treatment services; advice and counseling services for diet, nutrition and menu planning for the prevention of coronary heart disease; counseling services in the field of weight loss, weight control, weight maintenance, nutrition and menu planning; personal services for weight loss, weight control and weight maintenance	
U.S.	SOUTH BEACH DIET	Registered	3,554,508	December 30, 2008	Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle	<b>December 30, 2014</b> – Declaration of Use due
U.S.	SOUTH BEACH DIET	Registered	3,213,757	February 27, 2007	Class 16: Cookbooks, printed diet guides and counters featuring information about the nutritional content of foods and beverages	<b>February 27, 2013</b> – Declaration of Use due
U.S.	SOUTH BEACH DIET	Registered	3,107,236	June 20, 2006	Class 29: Prepared entrees, side dishes and meals consisting primarily of beef, seafood or poultry; vegetable based ready to eat food bars, protein based ready to eat food bars; sugar-free peanut butter, butter substitutes, sugar-free and low sugar jams, jellies, and fruit spreads, cooking oils, olive oil, canola oil, vegetable oil	<b>June 20, 2012</b> – Declaration of Use due
U.S.	SOUTH BEACH DIET	Registered	3,107,235	June 20, 2006	Class 30: Ready to eat food bars and snack foods made with whole grains; oatmeal;	<b>June 20, 2012</b> – Declaration of Use due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					whole grain breads, whole grain pastas, whole grain breakfast cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, fat-free and sugar-free pudding, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, sugar-free desserts, sugar-free frozen confections, nutritional candy bars	
U.S.	SOUTH BEACH DIET	Registered	3,557,917	January 6, 2009	Class 35: Online catalogue order services via the Internet, all featuring books, cookbooks, foods, and drink mixes	<b>January 6, 2015</b> – Declaration of Use due
U.S.	SOUTH BEACH DIET	Registered	3,557,916	January 6, 2009	Class 39: Food delivery services	<b>January 6, 2015</b> – Declaration of Use due
U.S.	SOUTH BEACH DIET	Registered	3,123,993	August 1, 2006	Class 41: Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries	<b>August 1, 2012</b> – Declaration of Use due
U.S.	SOUTH BEACH DIET	Registered	2,633,433	October 8, 2002	Class 5: Meal replacement bars consisting primarily of processed vegetable products  Class 16: Diet booklets and pamphlets	<b>October 8, 2012</b> – Renewal due
U.S.	SOUTH BEACH DIET	Pending  <b>Filed on an ITU basis</b>	77/757,573	June 11, 2009	Class 5: Food supplements, vitamins, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, meal replacement powders	Application is currently <b>suspended</b>

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					Class 16: Diet booklets and pamphlets	
U.S.	<p>SOUTH BEACH DIET &amp; Design</p> 	<p>Pending</p> <p><b>Filed on an ITU basis</b></p>	78/479,437	September 7, 2004	<p>Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; sugar-free peanut butter, butter substitutes; sugar-free and low sugar jams, jellies, and fruit spreads; fruit toppings, whipped toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, mayonnaise, sour cream, processed nuts; snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit</p> <p>Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy,</p>	<p><b>December 15, 2011</b></p> <p>– Deadline to file Statement of Use or 3<sup>rd</sup> extension of time in order to file a Statement of Use</p>

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, fat-free and sugar-free pudding, puddings, cheesecake, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices; sugar-free desserts, namely sugar-free cookies, caramel corn, pies, cakes, cheesecakes, brownies, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup and bakery desserts; sugar-free frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches	
U.S.	SOUTH BEACH DIET DELIVERE D	Pending  <b>Filed on an ITU basis</b>	77/463,61 2	May 1, 2008	Class 39: Food delivery services	<b>December 2, 2011</b> - Deadline to file Statement of Use or 5 <sup>th</sup> extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH HEALTHY	Pending	85/109,01 0	August 17, 2010	Class 5: Food supplements, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, meal replacement powders	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH HEALTHY	Pending	85/109,00 6	August 17, 2010	Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet,	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet diaries	
U.S.	SOUTH BEACH HEALTHY	Pending  <b>Filed on an ITU basis</b>	85/109,00 1	August 17, 2010	Class 16: Cookbooks, printed diet guides and printed reference cards featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness and diet and nutrition information for the prevention of coronary heart disease; calendars; posters; postcards; magazines in the field of health, fitness, and lifestyle; stationary; journals; writing pads	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH HEALTHY	Pending  <b>Filed on an ITU basis</b>	85/108,99 8	August 17, 2010	Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; meat; processed meat, namely, ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; processed nuts; snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit; peanut butter, butter and butter	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use



Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					substitutes; sugar-free peanut butter; jams, jellies, and fruit spreads; sugar-free and low sugar jams, jellies, and fruit spreads; fruit toppings, whipped toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, sour cream; dairy products excluding ice cream, ice milk and frozen yogurt; milk-based beverages containing coffee; snack mix consisting primarily of candied nuts	
U.S.	SOUTH BEACH HEALTHY	Pending  <b>Filed on an ITU basis</b>	85/108,99 3	August 17, 2010	Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; whole grain breakfast cereals, breakfast cereals, processed cereals, oatmeal; whole grain breads, whole grain pastas, whole grain muffin mixes, and whole grain pancake mixes; fat-free and sugar-free pudding, puddings, salad dressings, salsa, sauces, seasonings, spices; sugar-free desserts, namely, sugar-free cookies, popped pop corn, caramel corn, pies, cakes, cheesecakes, brownies, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, bakery deserts, cookies, crackers; pizza, sandwiches, nutritional candy bars; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free chewing gum, sugar-free flavored gelatin desserts, sugar substitutes; sugar-free frozen confections; rice cakes,	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely, cheese curls; snack mix consisting primarily of crackers; shakes, shake mixes, tea; mayonnaise	
U.S.	SOUTH BEACH HEALTHY	Pending  <b>Filed on an ITU basis</b>	85/108,99 1	August 17, 2010	Class 35: Telephone and mail order catalogue services, online catalogue order services via the Internet, all featuring books, cookbooks, foods, dietary preparations, nutritional supplements, food and drink mixes and vitamins	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH HEALTHY	Pending  <b>Filed on an ITU basis</b>	85/108,99 0	August 17, 2010	Class 41: Providing a web site featuring information about exercise and fitness	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH HEALTHY	Pending  <b>Filed on an ITU basis</b>	85/108,98 6	August 17, 2010	Class 44: Modified low carbohydrate nutritional plan and system, namely, providing weight reduction diet planning and supervision services, namely, providing weight loss, weight control and weight maintenance services, nutrition counseling services; food nutrition consultation services; weight control evaluation services; weight control treatment services; advice and counseling services for diet and nutrition for the prevention of coronary heart disease; counseling services in the field of weight loss, weight control, weight maintenance and nutrition; personal services for weight loss, weight control and weight maintenance; Providing a web site featuring information about weight loss, weight control and maintenance, diet,	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					recipes and meal planning, nutrition, health and lifestyle wellness, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries	
U.S.	SOUTH BEACH HEALTHY	Pending  <b>Filed on an ITU basis</b>	85/108,980	August 17, 2010	Class 45: Provision of a web site featuring information on lifestyles	<b>September 8, 2011</b> - Deadline to file Statement of Use or 1 <sup>st</sup> extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH LIVING	Registered	3,644,911	June 23, 2009	Class 5: Food supplements, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, meal replacement powders	<b>June 23, 2015</b> - Declaration of Use due
U.S.	SOUTH BEACH LIVING	Registered	3,588,906	March 10, 2009	Class 29: Prepared entrees, side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; meat; processed meat, namely, ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; processed nuts; snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit	<b>March 10, 2015</b> - Declaration of Use due
U.S.	SOUTH BEACH LIVING	Registered	3,652,612	July 7, 2009	Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; whole grain breakfast cereals, breakfast cereals, processed cereals, fat-free and sugar-free pudding, puddings, salad dressings,	<b>July 7, 2015</b> - Declaration of Use due

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					sugar-free desserts, namely sugar-free cookies, bakery deserts, cookies, crackers; snack mix consisting primarily of candied nuts, pizza, sandwiches, nutritional candy bars	
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU basis</b>	77/737,06 3	May 12, 2009	Class 30: Oatmeal; whole grain breads, whole grain pastas, whole grain muffin mixes, and whole grain pancake mixes; sugar-free chocolate, chocolates, sugar-free chocolate powder, cocoa powder, sugar-free candy, sugar-free gum, sugar-free flavored gelatin, sweetened flavored gelatin desserts, sugar substitutes, salsa, sauces, seasonings, spices; caramel corn, pies, cakes, cheesecakes, brownies, chocolate syrup, flavoring syrup, topping syrup; sugar-free frozen confections, marshmallow topping, chocolate topping, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely cheese curls; snack mix consisting primarily of crackers, pretzels and/or popped corn	Application is currently <b>suspended</b>
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU basis</b>	85/088,82 4	July 20, 2010	Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on weight loss, weight control and maintenance, diet, recipes and meal planning, exercise, nutrition, health and lifestyle; computer software for weight loss tracking, generating shopping lists, meal planning, menu planning, devising personalized nutrition programs, and diet	<b>September 8, 2011</b> – Deadline to file Statement of Use or 1st extension of time in order to file a Statement of Use

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					diaries	
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU basis</b>	85/088,91 4	July 20, 2010	Class 16: Cookbooks, printed diet guides and printed reference cards featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about weight loss, weight control, weight maintenance, nutrition, menu planning, recipes and fitness and diet and nutrition information for the prevention of coronary heart disease; calendars; posters; postcards; magazines in the field of health, fitness, and lifestyle; stationary; blank journals; writing pads	<b>September 8, 2011</b> – Deadline to file Statement of Use or 1st extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU basis</b>	85/088,83 5	July 20, 2010	Class 35: Telephone and mail order catalogue services, online catalogue order services via the Internet, all featuring books, cookbooks, foods, dietary preparations, nutritional supplements, food and drink mixes and vitamins	<b>September 8, 2011</b> – Deadline to file Statement of Use or 1st extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU basis</b>	85/088,86 8	July 20, 2010	Class 39: Food delivery services, cruise ship services	<b>September 8, 2011</b> – Deadline to file Statement of Use or 1st extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU basis</b>	85/088,90 6	July 20, 2010	Class 41: Providing a web site featuring information about exercise and fitness	<b>September 8, 2011</b> – Deadline to file Statement of Use or 1st extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU basis</b>	85/088,89 9	July 20, 2010	Class 43: Food preparation services	<b>September 8, 2011</b> – Deadline to file Statement of Use or 1st extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU</b>	85/088,90 3	July 20, 2010	Class 44: Modified low carbohydrate nutritional plan and system, namely, providing weight reduction	<b>September 8, 2011</b> – Deadline to file Statement of Use or 1st extension of time

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
		<b>basis</b>			diet planning and supervision services, namely, providing weight loss, weight control and weight maintenance services, nutrition counseling services; food nutrition consultation services; weight control evaluation services; weight control treatment services; advice and counseling services for diet and nutrition for the prevention of coronary heart disease; counseling services in the field of weight loss, weight control, weight maintenance and nutrition; personal services for weight loss, weight control and weight maintenance; Providing a web site featuring information about weight loss, weight control and maintenance, diet, recipes and meal planning, nutrition, health and lifestyle wellness, and interactive weight loss features, namely, weight trackers, shopping list generators and on-line diet diaries	in order to file a Statement of Use
U.S.	SOUTH BEACH LIVING	Pending  <b>Filed on an ITU basis</b>	85/088,910	July 20, 2010	Class 45: Provision of a web site featuring information on lifestyles	<b>September 8, 2011</b> – Deadline to file Statement of Use or 1st extension of time in order to file a Statement of Use
U.S.	SOUTH BEACH LOBSTERBURGER	Registered  <b>Supplemental Register</b>				
U.S.	SOUTH BEACH SOLUTIONS	Pending <b>Filed on an ITU basis</b>	77/187,569	May 22, 2007	Class 39: Providing of food and drink, namely, food delivery services	<b>December 9, 2011</b> – Final deadline to file Statement of Use
U.S.	SOUTH BEACH SOLUTION	Pending <b>Filed on</b>	77/187,549	May 22, 2007	Class 35: Telephone and mail order catalogue services, online catalogue	<b>December 16, 2011</b> – Final deadline to file Statement of Use

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
	S	an ITU basis			order services via the Internet, all featuring books, cookbooks, foods, dietary preparations, nutritional supplements and vitamins	
U.S.	SOUTH BEACH SOLUTION S	Pending  <b>Filed on an ITU basis</b>	77/187,54 0	May 22, 2007	Class 30: Ready to eat food bars and snack foods made with whole grains; ready to eat, cereal derived food bars; granola based snack bars; oatmeal; whole grain breads, whole grain pastas, whole grain breakfast cereals, breakfast cereals, processed cereals, whole grain muffin mixes, and whole grain pancake mixes; chocolate, chocolates, chocolate powder, cocoa powder, candy, chewing gum, flavored gelatin, sweetened flavored gelatin desserts, puddings, cheesecake, sugar substitutes, salad dressings, salsa, sauces, seasonings, spices, mayonnaise; desserts, namely, sugar-free cookies, caramel corn, pies, cakes, cheesecakes, brownies, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup and bakery desserts; frozen confections, marshmallow topping, chocolate topping, chocolate syrup, flavoring syrup, topping syrup, cookies, crackers, popped popcorn, caramel popcorn, rice cakes, pretzels, cheese flavored puffed corn snacks; cheese flavored snacks, namely, cheese curls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped corn, pizza, sandwiches; nutritional candy bars	<b>December 9, 2011</b> – Final deadline to file Statement of Use
U.S.	SOUTH	Pending	77/187,52	May 22,	Class 29: Prepared entrees,	<b>December 9, 2011</b> –

Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
	BEACH SOLUTION S	<b>Filed on an ITU basis</b>	8	2007	side dishes and meals consisting primarily of meat, seafood, poultry or vegetables; prepared dinners consisting of meat substitutes; meat; processed meat, namely, ham, poultry or beef; vegetable based ready to eat food bars, protein based ready to eat food bars, protein based nutrient dense snack bars; peanut butter, butter and butter substitutes; jams, jellies, and fruit spreads; fruit toppings, whipped toppings, nut toppings; cooking oils, olive oil, canola oil, vegetable oil, sour cream, processed nuts; snack mix consisting primarily of processed fruits, processed nuts and/or raisins; yogurt, cheese, cheese spreads, cheese and cracker combinations; food package combinations consisting primarily of cheese, meat and/or processed fruit	Final deadline to file Statement of Use
U.S.	SOUTH BEACH SOLUTION S	Pending  <b>Filed on an ITU basis</b>	77/187,51 8	May 22, 2007	Class 16: Cookbooks, printed guides and reference cards featuring information about the nutritional content of foods and beverages; books, printed guides and brochures about nutrition, menu planning, recipes, fitness, health and lifestyle; calendars	<b>December 9, 2011</b> – Final deadline to file Statement of Use
U.S.	SOUTH BEACH SOLUTION S	Pending  <b>Filed on an ITU basis</b>	77/187,44 5	May 22, 2007	Class 9: Prerecorded video tapes, audio tapes, CD-ROMs, DVDs and computer software featuring information on recipes, meal planning, exercise, nutrition, health and lifestyle; computer software for generating shopping lists, meal planning, menu planning,	<b>December 9, 2011</b> – Final deadline to file Statement of Use



Country	Mark	Status	App. No./ Reg. No.	App. Date/ Reg. Date	Goods/Services	Next Action/Current Status
					devising personalized nutrition programs and nutrition diaries	
U.S.	SOUTH BEACH SOLUTIONS	Pending  <b>Filed on an ITU basis</b>	77/187,364	May 22, 2007	Class 5: Food supplements, vitamins, mineral supplements, nutritional supplements, dietary supplements, meal replacement and dietary supplement drink mixes, and meal replacement powders	<b>December 9, 2011</b> – Final deadline to file Statement of Use
U.S.	THE DIET THAT TRULY DELIVERS	Pending  <b>Filed on an ITU basis</b>	77/496,422	June 11, 2008	Class 39: Food delivery services	<b>December 2, 2011</b> - Deadline to file Statement of Use or 5th extension of time in order to file a Statement of Use
U.S.	TIDE ME OVER	Registered	3,651,891	July 7, 2009	Class 5: Nutrient enhanced powdered drink mix	<b>July 7, 2015</b> – Declaration of Use due