

# Exhibit E

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**In Re: Beyond Meat, Inc., Protein Content Marketing and Sales Practices Litigation**  
**CLAIM FORM**

**YOU MUST SUBMIT YOUR CLAIM FORM NO LATER THAN <<CLAIMS DEADLINE>>.**

**PERSONAL INFORMATION.** Please legibly print or type the following information requested below. *This information will be used to communicate with you if any problems arise with your Claim.*

First Name: \_\_\_\_\_ Middle: \_\_\_\_\_

Last Name: \_\_\_\_\_

Residential Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

ZIP code: \_\_\_\_\_

Email Address: \_\_\_\_\_ @ \_\_\_\_\_

Telephone Number: ( \_\_\_\_\_ ) - \_\_\_\_\_ - \_\_\_\_\_

**PAYMENT SELECTION**

Each Settlement Class Member may choose to receive his or her payment via check, Venmo, PayPal, or other electronic payment methods. Payment by check will be the default payment method if a Settlement Class Member does not state a preferred method of payment. If you would like to elect to receive your Cash Payment through electronic transfer, please visit the website (www.\_\_\_\_\_.com) and timely file your Claim Form. The Settlement Website includes a step-by-step guide for you to complete the electronic payment option.

**CONFIRMATION OF SETTLEMENT CLASS MEMBERSHIP**

\_\_\_\_\_ (mark X if applicable) Between May 31, 2018 to and including <<date of Preliminary Approval Order>>, I purchased Beyond Meat Product(s) for household use and not for resale or distribution.

For a Claim to be considered and Valid, you must complete the Claim Form in its entirety and provide proof of purchase if applicable.

Select one of the following benefit options:

**Option 1 Partial Refund - With Proof of Purchase**

Claimants with proof of purchase shall be entitled to receive a partial refund of \$2 (two dollars) per Beyond Meat Product, with no cap on the number of Beyond Meat Products submitted.

Number of Products purchased with supporting proof of purchase: \_\_\_\_\_

You **must** provide proof of purchase for the above items being claimed. Proof of purchase of Beyond Meat Products consisting of either of the following: (i) receipts showing Beyond Meat Product(s) and a purchase date on or between May 31, 2018 and [Preliminary Approval Date]; or (ii) UPC label taken from a Beyond Meat Product package that the Settlement Class Member affirms having purchased during the Class Period.

Questions? Visit www.xxxxxxxxxxxxxxxxxx.com or call (XXX) XXX-XXXX.

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**OR**

**Option 2 Partial Refund - Without Proof of Purchase**

Claimants without proof of purchase shall be entitled to receive a partial refund of \$2 (two dollars) per Beyond Meat Product, up to five (5) Beyond Meat Products per household, for a total Cash Payment of \$10.

Number of products purchased without proof purchase: \_\_\_\_

*The Settlement Administrator may verify your Claim. A maximum of one Claim, submitted on a single Claim Form, may be submitted by each Settlement Class Member.* Your failure to complete and submit the Claim Form filed online or postmarked by no later than <<Claims Deadline>> may prevent you from receiving any Cash Payment. Claim Forms must be substantially complete at the time of submission to be considered an Valid Claim. Submission of this Claim Form does not ensure that you will share in the Cash Payment. The Settlement Administrator reserves the right to dispute the material facts concerning your Claim and may require additional information and/or documentation to validate your Claim.

**ATTESTATION.** By signing this Claim submission, I certify, under penalty of perjury, that the information included with this Claim submission is accurate and complete to the best of my knowledge, information, and belief. I agree and consent to be communicated with electronically via email and/or physical mail. I agree to furnish additional information regarding this Claim submission if so requested to do so by the Settlement Administrator. I am aware that I can obtain a copy of the Notice and Settlement Agreement at (www.\_\_\_\_.com) or by writing the Settlement Administrator at the email address: <<email address>> or the postal address: *In Re: Beyond Meat, Inc., c/o Kroll Settlement Administration LLC, PO Box XXXXX, New York, NY XXXXX-XXXX.* I agree to furnish additional information to support this claim if required to do so.

IF SUBMITTING A UPC LABEL OR UPC LABELS TAKEN FROM A BEYOND MEAT PRODUCT PACKAGE AS PROOF OF PURCHASE:

**I affirm that I purchased the Beyond Meat Product(s) associated with the UPC label(s) that I am submitting as proof of purchase between May 31, 2018 and <<date of Preliminary Approval Order>>.**

IF SUBMITTED ELECTRONICALLY:

**I agree that by submitting this Claim Form I certify under the penalty of perjury of the laws of the United States that the foregoing is true and correct to the best of my knowledge and that checking this box constitutes my electronic signature on the date of its submission.**

IF SUBMITTED BY U.S. MAIL:

**I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct to the best of my knowledge.**

Signature: \_\_\_\_\_ Dated: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Questions? Visit www.xxxxxxxxxxxxxxxxxx.com or call (XXX) XXX-XXXX.

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