

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
World Health Energy Holdings, Inc.		11/07/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mazel Plant Pharmaceuticals, Inc.		
<b>Street Address:</b>	34 West 32nd Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2899450	LO-CHOL	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)972-5487		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-687-2770		
Email:	docket@cplplaw.com		
Correspondent Name:	Edward M. Weisz		
Address Line 1:	551 Fifth Avenue		
Address Line 2:	Suite 1210		
Address Line 4:	New York, NEW YORK 10176-1022		
ATTORNEY DOCKET NUMBER:	5407-7		
NAME OF SUBMITTER:	Edward M. Weisz		
Signature:	/Edward M. Weisz/		
Date:	11/08/2010		

CH \$40.00 2899450

Total Attachments: 1  
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**TRADEMARK**  
**REEL: 004410 FRAME: 0961**

TRADEMARK ASSIGNMENT

In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned, World Health Energy Holdings, Inc., having its principal place of business at 1811 Silverside Road, Wilmington, Delaware 19810, hereby sells, assigns and transfers unto Mazel Plant Pharmaceuticals, Inc., a Corporation of New York, with its principal place of business at 34 West 32<sup>nd</sup> Street, New York, New York 10001, its entire right, title and interest in and to the trademark LO CHOL in the United States and to its United States Trademark Registration No. 2,899,450 for its mark, including the goodwill connected with the use of said trademark, and the right to sue for past infringement of said trademark.

Signed at Jerusalem, Israel, this November day of 7th, 2010

WORLD HEALTH ENERGY HOLDINGS, INC.

By: \_\_\_\_\_

Name:

Title:

Jordan Werblowsky  
CFO