

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
MooBella, Inc.		07/01/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	W. Health L.P.
<b>Street Address:</b>	Caves Village West Bay street building #10
<b>Internal Address:</b>	c/o Inventages Whealth Management Inc.
<b>City:</b>	Nassau
<b>State/Country:</b>	BAHAMAS
<b>Entity Type:</b>	LIMITED PARTNERSHIP: BAHAMAS

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	3068550	
Registration Number:	3068551	MOOBELLA
Registration Number:	3009076	MOOBELLA
Registration Number:	3009075	MOOBELLA
Registration Number:	3142528	QUICK. FRESH. NOW. WOW!
Registration Number:	3325160	

**CORRESPONDENCE DATA**

Fax Number: (617)574-7659  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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**DOMESTIC REPRESENTATIVE**

**900199676**

**TRADEMARK  
 REEL: 004604 FRAME: 0524**

**OP \$165.00 3068550**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Lisa Billone

Signature:

/Lisa Billone/

Date:

08/15/2011

Total Attachments: 9

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## NOTICE OF SECURITY INTEREST IN PATENTS AND TRADEMARKS

This Notice of Security Interest in Patents and Trademarks is made as of July 1, 2011, by MooBella, Inc. (the "Company"), a Delaware corporation having its principal place of business at 555 Constitution Avenue, Taunton, Massachusetts 02780, with reference to the following facts:

WHEREAS, the Company entered into a certain Securities Purchase Agreement (the "Purchase Agreement") and Intellectual Property Security Agreement (the "Security Agreement"), both dated as of July 1, 2011, with the persons or entities identified as Purchasers in the Purchase Agreement (which persons or entities, with any of their successors or assignees, are hereinafter referred to individually as a "*Purchaser*" and collectively as the "*Purchasers*"); and

WHEREAS, the Company is the owner of record of the patents and trademarks listed on Schedule 1 attached hereto; and

WHEREAS, as collateral security for the performance and payment in full of the Notes (as defined in the Purchase Agreement) for the benefit of the Purchasers, the Company granted a continuing security interest in and lien on all the trademarks, trademark applications, patents, patent applications and related licenses owned by the Company, pursuant to the Security Agreement;

NOW, THEREFORE, for good and valuable consideration and pursuant to the terms of the Security Agreement, NOTICE IS HEREBY GIVEN THAT:

The Company has granted to the Purchasers a security interest in all of the Company's patents and trademarks listed on the attached Schedule 1.

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SCHEDULE 1

C&M File No.  
103240-

C&M File No.	Country	App Serial No.	Date Filed	Status	Patent No.	Date Issued	Title
0002	US	077740,725	8/6/1991	ISSUED	5,292,030	3/8/1994	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AERATED PRODUCTS
0003	US	08/154,747	11/18/1993	ISSUED	5,433,967	7/18/1995	METHOD FOR PRODUCING AND DISPENSING AERATED OR BLENDED FOOD PRODUCTS
0003D1	US	08/308,665	9/19/1994	ISSUED	5,603,257	2/18/1997	APPARATUS FOR PRODUCING AND DISPENSING AERATED OR BLENDED FLUID PRODUCTS
0003D1C1	US	08/802,300	2/18/1997	ISSUED	5,758,571	6/2/1998	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AERATED OR BLENDED FLUID PRODUCTS
0004	US	08/208,023	3/8/1994	ISSUED	5,473,909	12/12/1995	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AERATED OR BLENDED FLUID PRODUCTS
0006	US	08/577,836	12/22/1995	ISSUED	5,727,713	3/17/1998	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AERATED OR BLENDED FLUID PRODUCTS
0007	US	08/714,387	9/16/1996	ISSUED	5,868,065	2/9/1999	METHOD AND APPARATUS FOR MANUFACTURING FROZEN CONFECTION
0008CA	CA	2,465,925	11/1/2002	ISSUED	2465925	9/28/2010	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD
0008CN	CN	02156336.5	11/1/2002	ISSUED	ZL02156336.5	4/25/2007	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
0008CND1	CN	02826700.1	11/1/2002	ISSUED	ZL02826700.1	8/6/2008	METHOD FOR DISPENSING A FOOD
0008D1	US	10/726,815	12/3/2003	ISSUED	6,952,928	10/11/2005	METHOD FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
0008D1C1	US	10/971,796	10/22/2004	ISSUED	7,131,279	11/7/2006	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
0008D1P1	US	11/140,624	5/27/2005	ISSUED	7,726,136	6/1/2010	SYSTEMS AND METHODS FOR DISPENSING PRODUCT
0008D2	US	10/881,684	6/30/2004	ISSUED	7,052,728	5/30/2006	METHOD AND APPARATUS FOR DISPENSING A PRODUCT FROM A ROTARY SURFACE
0008DE	DE	60232357.6-08	11/1/2002	ISSUED	1448939	5/13/2009	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
0008EPD1	EP	09 159 984.5	11/1/2002	PENDING			METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD
0008FR	FR	02789372.6	11/1/2002	ISSUED	1448939	5/13/2009	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
0008GB	GB	02789372.6	11/1/2002	ISSUED	1448939	5/13/2009	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
0008JPD1	JP	2009-159,447	11/1/2002	PENDING			METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD
0008MX	MX	2004/004950	11/1/2002	ISSUED	264579	2/16/2009	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD
0008MXD1	MX	MX/a/2007/0115		ALLOWED			METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
0008P1C2	US	12/490,072	6/23/2009	ISSUED	7,908,871	3/22/2011	SYSTEMS AND METHODS FOR DISPENSING PRODUCT
0008U	US	10/160,674	7/31/2002	ISSUED	6,698,228	3/2/2004	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT

0009	US	10/228,439	8/27/2002	ISSUED	6,941,858	9/13/2005	EFFICIENT MANUFACTURE AND DISTRIBUTION OF CHILLED SOLID FOOD PRODUCTS
0009BR	BR	PI 0313801-1	8/25/2003	PENDING			EFFICIENT MANUFACTURE AND DISTRIBUTION OF FROZEN SOLID FOOD PRODUCTS
0009CA	CA	2,496,794	8/25/2003	PENDING			EFFICIENT MANUFACTURE AND DISTRIBUTION OF CHILLED SOLID FOOD PRODUCTS
0009IN	IN		8/25/2003	PENDING			EFFICIENT MANUFACTURE AND DISTRIBUTION OF CHILLED SOLID FOOD PRODUCTS
0009MX	MX	2005/002055	8/25/2003	ISSUED	260687	9/22/2008	EFFICIENT MANUFACTURE AND DISTRIBUTION OF FROZEN SOLID FOOD PRODUCTS
0010	US	10/359,834	2/7/2003	ISSUED	6,907,741	6/21/2005	DYNAMIC PROCESS CONTROL
0010BR	BR	PI 0407281-2	2/3/2004	PENDING			DYNAMIC PROCESS CONTROL
0010C1	US	11/157,463	6/20/2005	ISSUED	7,640,755	1/5/2010	DYNAMIC PROCESS CONTROL
0010CA	CA	2,515,188	2/3/2004	PENDING			DYNAMIC PROCESS CONTROL
0010CN	CN	7 3680/DELNP/20	2/3/2004	ISSUED	ZL 200480005053.7	4/13/2011	DYNAMIC PROCESS CONTROL
0010IN	IN	05 2/3/2004	2/3/2004	ISSUED	235983	9/10/2009	DYNAMIC PROCESS CONTROL
0010MX	MX	2005 008325	2/3/2004	ISSUED	258637	7/10/2008	DYNAMIC PROCESS CONTROL
0011U	US	10/431,777	5/7/2003	ISSUED	6,745,595	6/8/2004	NON-STICK FREEZING SURFACE SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
0014AU	AU	2008293951	8/22/2008	PENDING			SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
0014CA	CA	2,696,332 200880112980.	8/22/2008	PENDING			SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
0014CN	CN	7	8/22/2008	PENDING			SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
0014EP	EP	08 828 532.5 PCT/US2008/01	8/22/2008	PENDING			SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
0014PCT	WO	0028	8/22/2008	EXPIRED			SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
0014R	US	60/966,075	8/23/2007	EXPIRED			SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
0014U	US	12/229,524	8/22/2008	PUBLISHED			TUBULAR FOOD-ZONE SYSTEMS AND METHODS
0015AU	AU	2008293945	8/22/2008	PENDING			SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
0015CA	CA		8/22/2008	PENDING			FLUID DISPENSING APPARATUSES AND METHODS THEREOF
0015CN	CN	0	8/22/2008	PUBLISHED	60 2008 004 922.1-08		FLUID DISPENSING APPARATUSES AND METHODS THEREOF
0015DE	DE	08 828 239.7	8/22/2008	ISSUED		2/9/2011	FLUID DISPENSING APPARATUSES AND METHODS THEREOF
0015EP	EP	08 828 239.7	8/22/2008	ISSUED	2 178 786	2/9/2011	FLUID DISPENSING APPARATUSES AND METHODS THEREOF
0015FR	FR	08 828 239.7	8/22/2008	ISSUED	2 178 786	2/9/2011	FLUID DISPENSING APPARATUSES AND METHODS THEREOF
0015GB	GB	08 828 239.7	8/22/2008	ISSUED	2 178 786	2/9/2011	FLUID DISPENSING APPARATUSES AND METHODS THEREOF
0015IT	IT	08 828 239.7 PCT/US2008/01	8/22/2008	ISSUED	2 178 786	2/9/2011	FLUID DISPENSING APPARATUSES AND METHODS THEREOF
0015PCT	WO	0018	8/22/2008	EXPIRED			FLUID DISPENSING APPARATUSES AND METHODS THEREOF

0015R	US	60/966,081	8/23/2007	EXPIRED				FLAVOR DISPENSING APPARATUSES AND METHODS THEREOF
0015U	US	12/229,523	8/22/2008	PUBLISHED				FLUID DISPENSING APPARATUSES AND METHODS THEREOF
0016AU	AU	2008254422	5/20/2008	PENDING				APPARATUS AND METHODS FOR FABRICATING A FROZEN FOOD PRODUCT
0016BR	BR	PI 0812048-0	5/20/2008	PENDING				APPARATUS AND METHOD FOR FABRICATING A FROZEN-FOOD PRODUCT
0016CA	CA	2,688,826 200880025603.	5/20/2008	PENDING				APPARATUS AND METHODS FOR FABRICATING A FROZEN FOOD PRODUCT
0016CN	CN	X	5/20/2008	PENDING				APPARATUS AND METHODS FOR FABRICATING A FROZEN FOOD PRODUCT
0016EP	EP	08 767 817.3 PCT/US2008/00	5/20/2008	PENDING				APPARATUS AND METHODS FOR FABRICATING A FROZEN FOOD PRODUCT
0016PCT	WO	6436	5/20/2008	EXPIRED				APPARATUS AND METHODS FOR FABRICATING A FROZEN FOOD PRODUCT
0016R	US	60/939,225	5/21/2007	EXPIRED				APPARATUS AND METHOD FOR FABRICATING A FROZEN-FOOD PRODUCT
0016U	US	12/154,080	5/19/2008	ISSUED	7,914,199	3/29/2011		APPARATUS AND METHODS FOR FABRICATING A FROZEN FOOD PRODUCT
0017AU	AU			MAILED				SYSTEM AND METHOD OF TEMPERATURE ADJUSTMENT AND CONTROL OF FOOD PROCESSING/DISPENSING SYSTEM OR APPARATUS
0017CA	CA			MAILED				SYSTEM AND METHOD OF TEMPERATURE ADJUSTMENT AND CONTROL OF FOOD PROCESSING/DISPENSING SYSTEM OR APPARATUS
0017CN	CN			MAILED				SYSTEM AND METHOD OF TEMPERATURE ADJUSTMENT AND CONTROL OF FOOD PROCESSING/DISPENSING SYSTEM OR APPARATUS
0017EP	EP			MAILED				SYSTEM AND METHOD OF TEMPERATURE ADJUSTMENT AND CONTROL OF FOOD PROCESSING/DISPENSING SYSTEM OR APPARATUS
0017PCT	WO	PCT/US2010/00 0554	2/25/2010	PUBLISHED				SYSTEM AND METHOD OF TEMPERATURE ADJUSTMENT AND CONTROL OF FOOD PROCESSING/DISPENSING SYSTEM OR APPARATUS
0017U	US	12/712,508	2/25/2010	PUBLISHED				SYSTEM AND METHOD OF REDUCING CARRY OVER IN FOOD PROCESSING SYSTEMS AND METHODS
0018AU	AU			MAILED				APPARATUS AND METHOD OF REDUCING CARRY OVER IN FOOD PROCESSING SYSTEMS AND METHODS
0018CA	CA			MAILED				APPARATUS AND METHOD OF REDUCING CARRY OVER IN FOOD PROCESSING SYSTEMS AND METHODS
0018CN	CN			PROPOSED				APPARATUS AND METHOD OF REDUCING CARRY OVER IN FOOD PROCESSING SYSTEMS AND METHODS
0018EP	EP			MAILED				APPARATUS AND METHOD OF REDUCING CARRY OVER IN FOOD PROCESSING SYSTEMS AND METHODS
0018PCT	WO	PCT/US2010/00 0553	2/25/2010	PUBLISHED				APPARATUS AND METHOD OF REDUCING CARRY OVER IN FOOD PROCESSING SYSTEMS AND METHODS



APPARATUS AND METHOD OF REDUCING CARRY OVER IN FOOD  
 PROCESSING SYSTEMS AND METHODS  
 APPARATUS AND METHOD FOR ENHANCING FOOD PRODUCTION  
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 APPARATUS  
 FOOD COMPOSITIONS COMPRISING DRIED PROBIOTICS,  
 METHODS OF MANUFACTURE AND USES THEREOF  
 FOOD COMPOSITIONS COMPRISING DRIED PROBIOTICS,  
 METHODS OF MANUFACTURE AND USES THEREOF  
 FROZEN DESSERT COMPOSITIONS HAVING INCREASED  
 OVERRUN  
 FROZEN DESSERT COMPOSITIONS HAVING INCREASED  
 OVERRUN PERCENTAGE

0018U	US	12/7/12,487	2/25/2010	PUBLISHED
0020AU	AU			MAILED
0020CA	CA			MAILED
0020CN	CN			MAILED
0020EP	EP	10 707 993.1	2/25/2010	PENDING
0020PCT	WO	PCT/US2010/00 0559	2/25/2010	PUBLISHED
0020U	US	12/7/12,525 PCT/US2010/00 0917	2/25/2010 3/26/2010	PUBLISHED PENDING
0021U	US	12/7/32,314 PCT/US2010/00 0924	3/26/2010 3/26/2010	PUBLISHED PUBLISHED
0022PCT	WO			PUBLISHED
0022U	US	12/7/32,351	3/26/2010	PUBLISHED

C&M File No.	Country	Mark	Status	Appl./Serial No.	File Date	Reg. No.	Reg. Date
103240-0024	US	(COW HEAD MISC DESIGN)	REGISTERED	76/328,674	10/22/2001	3068550	3/14/2006
0024	US	(COW HEAD MISC DESIGN)	REGISTERED	76/328,674	10/22/2001	3068550	3/14/2006
0025	US	MOOBELLA	REGISTERED	76/328,775	10/22/2001	3068551	3/14/2006
0025	US	MOOBELLA	REGISTERED	76/328,775	10/22/2001	3068551	3/14/2006
0025AR	AR	MOOBELLA	REGISTERED	2372685	4/22/2002	1919625	3/26/2003
0025BR	BR	MOOBELLA	REGISTERED	824511417	4/19/2002	824511417	5/29/2007
0025CA	CA	MOOBELLA	REGISTERED	1137873	4/18/2002	TMA689,457	6/8/2007
0025CH	CH	MOOBELLA	REGISTERED	03579/2002	4/19/2002	513804	8/28/2003
0025CN	CN	MOOBELLA	REGISTERED	3154552	4/22/2002	3154552	8/21/2003
0025EP	EU	MOOBELLA	REGISTERED	2661999	4/19/2002	2661999	12/18/2003
0025IN	IN	MOOBELLA	REGISTERED	01097405	4/22/2002	1097405	4/22/2002
0025JP	JP	MOOBELLA	REGISTERED	2002-32507	4/19/2002	4676802	5/30/2003
0025MX	MX	MOOBELLA	REGISTERED	543591	4/18/2002	788805	4/29/2003
0026	US	MOOBELLA AND COW HEAD DESIGN	REGISTERED	76/328,780	10/22/2001	3009076	10/25/2005
0026	US	MOOBELLA AND COW HEAD DESIGN	REGISTERED	76/328,780	10/22/2001	3009076	10/25/2005
0027	US	MOOBELLA (STYLIZED)	REGISTERED	76/328,673	10/22/2001	3009075	10/25/2005
0027	US	MOOBELLA (STYLIZED)	REGISTERED	76/328,673	10/22/2001	3009075	10/25/2005
0030	US	QUICK. FRESH. NOW. WOW!	REGISTERED	76/481,858	1/13/2003	3142528	9/12/2006
0030	US	QUICK. FRESH. NOW. WOW!	REGISTERED	76/481,858	1/13/2003	3142528	9/12/2006
0030AR1	AR	QUICK. FRESH. NOW. WOW!	REGISTERED	2431564	5/20/2003	1997828	11/8/2004
0030AR1	AR	QUICK. FRESH. NOW. WOW!	REGISTERED	2431564	5/20/2003	1997828	11/8/2004
0030AR2	AR	QUICK. FRESH. NOW. WOW!	REGISTERED	2431565	5/20/2003	1997829	11/8/2004
0030AR2	AR	QUICK. FRESH. NOW. WOW!	REGISTERED	2431565	5/20/2003	1997829	11/8/2004
0030BR1	BR	QUICK. FRESH. NOW. WOW!	PUBLISHED	825455995	4/25/2003	1997829	11/8/2004
0030BR2	BR	QUICK. FRESH. NOW. WOW!	PUBLISHED	825455987	4/25/2003		
0030CH	CH	QUICK. FRESH. NOW. WOW!	REGISTERED	02410/2003	4/29/2003	514424	9/24/2003
0030CH	CH	QUICK. FRESH. NOW. WOW!	REGISTERED	02410/2003	4/29/2003	514424	9/24/2003
0030EU	EU	QUICK. FRESH. NOW. WOW!	REGISTERED	3098183	3/24/2003	3098183	3/24/2003
0030EU	EU	QUICK. FRESH. NOW. WOW!	REGISTERED	3098183	3/24/2003	3098183	3/24/2003
0030IN1	IN	QUICK. FRESH. NOW. WOW!	REGISTERED	1188878	4/1/2003	1188878	4/1/2003
0030IN1	IN	QUICK. FRESH. NOW. WOW!	REGISTERED	1188878	4/1/2003	1188878	4/1/2003
0030IN2	IN	QUICK. FRESH. NOW. WOW!	REGISTERED	1188879	4/1/2003	1188879	4/1/2003
0030IN2	IN	QUICK. FRESH. NOW. WOW!	REGISTERED	1188879	4/1/2003	1188879	4/1/2003
0030JP	JP	QUICK. FRESH. NOW. WOW!	REGISTERED	2003 22649	3/24/2003	4728807	11/21/2003

0030.JP	JP	QUICK FRESH. NOW. WOW! REGISTERED	2003 22649	3/24/2003	4728807	11/21/2003
0030MX1	MX	QUICK FRESH. NOW. WOW! REGISTERED	594086	3/26/2003	803860	8/13/2003
0030MX1	MX	QUICK FRESH. NOW. WOW! REGISTERED	594086	3/26/2003	803860	8/13/2003
0032	US	(COW HEAD DESIGN) REGISTERED	76/581,167	3/16/2004	3325160	10/30/2007