

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MooBella, Inc.		03/02/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	W. Health L.P.		
Street Address:	Caves Village West Bay Street Building #10		
Internal Address:	c/o Inventages Whealth Management Inc.		
City:	Nassau		
State/Country:	BAHAMAS		
Entity Type:	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		
Phone:	617-574-4153		
Email:	lbillone@goulstonstorrs.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Lisa Billone		
Address Line 1:	400 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02110		

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DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Lisa Billone
Signature:	/Lisa Billone/
Date:	03/06/2012

Total Attachments: 5

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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 March 2, 2012, 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 Promissory Note (the "Note") and Intellectual Property Security Agreement (the "Security Agreement"), both dated as of February 8, 2012, with W. Health L.P. (the "Purchaser"); 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 Note for the benefit of the Purchaser, the Company granted a 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 Purchaser a security interest in all of the Company's patents and trademarks listed on the attached Schedule 1.

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SCHEDULE 1

Country	Mark	Status	Appl./Serial No.	File Date	Reg. No.	Reg. Date
US	(COW HEAD MISC. DESIGN)	REGISTERED	76/328,674	10/22/2001	3068550	3/14/2006
US	MOOBELLA	REGISTERED	76/328,775	10/22/2001	3068551	3/14/2006
US	MOOBELLA AND COW HEAD DESIGN	REGISTERED	76/328,780	10/22/2001	3,009,076	10/25/2005
US	MOOBELLA (STYLIZED)	REGISTERED	76/328,673	10/22/2001	3,009,075	10/25/2005
US	QUICK, FRESH, NOW, WOW!	REGISTERED	76/481,858	1/13/2003	3142528	9/12/2006
US	(COW HEAD DESIGN)	REGISTERED	76/581,167	3/16/2004	3325160	10/30/2007

Country	App. Serial No.	Date Filed	Status	Patent No.	Date Issued	Title
US	08/714,387	9/16/1996	ISSUED	5,368,065	2/9/1999	METHOD AND APPARATUS FOR MANUFACTURING FROZEN CONFECTION
US	10/726,815	12/9/2003	ISSUED	6,952,928	10/11/2005	METHOD FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
US	10/971,796	10/22/2004	ISSUED	7,131,279	11/7/2008	METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT
US	11/140,624	5/27/2005	ISSUED	7,726,136	6/11/2010	SYSTEMS AND METHODS FOR DISPENSING PRODUCT
US	10/881,684	6/30/2004	ISSUED	7,052,728	5/30/2008	METHOD AND APPARATUS FOR DISPENSING A PRODUCT FROM A ROTARY SURFACE
US	12/490,072	6/23/2009	ISSUED	7,908,871	3/22/2011	SYSTEMS AND METHODS FOR DISPENSING PRODUCT
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
US	10/228,439	8/27/2002	ISSUED	6,941,858	9/13/2005	EFFICIENT MANUFACTURE AND DISTRIBUTION OF CHILLED SOLID FOOD PRODUCTS
US	10/359,834	2/7/2003	ISSUED	6,907,741	6/21/2005	DYNAMIC PROCESS CONTROL
US	11/157,463	6/20/2005	ISSUED	7,640,755	1/5/2010	DYNAMIC PROCESS CONTROL
US	10/431,777	5/7/2003	ISSUED	6,745,595	6/8/2004	NON-STICK FREEZING SURFACE
US	12/229,524	8/22/2008	PUBLISHED			SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS
US	12/229,523	8/22/2008	PUBLISHED			FLUID DISPENSING APPARATUSES AND METHODS THEREOF
US	12/154,080	5/19/2008	ISSUED	7,914,199	3/29/2011	APPARATUS AND METHODS FOR FABRICATING A FROZEN FOOD PRODUCT
US	12/712,508	2/25/2010	PUBLISHED			SYSTEM AND METHOD OF TEMPERATURE ADJUSTMENT AND CONTROL OF FOOD PROCESSING/DISPENSING SYSTEM OR APPARATUS
US	12/712,525	2/25/2010	PUBLISHED			APPARATUS AND METHOD FOR ENHANCING FOOD PRODUCT OVERRUN PRODUCED IN FOOD PROCESSING SYSTEM OR APPARATUS
US	12/732,314	3/26/2010	PUBLISHED			FOOD COMPOSITIONS COMPROMISING DRIED PROBIOTICS, METHODS OF MANUFACTURE AND USES THEREOF
US	12/732,351	3/26/2010	PUBLISHED			FROZEN DESSERT COMPOSITIONS HAVING INCREASED OVERRUN PERCENTAGE
US	13/366,496	2/6/2012	PENDING			METHOD AND APPARATUS FOR THE MANUFACTURE OF FROZEN FOOD PRODUCTS
US	61/569,344	12/12/2011	PENDING			METHOD AND APPARATUS FOR MAKING A FROZEN FOOD PRODUCT
US	61/569,459	12/12/2011	PENDING			FOR IN-LINE APPARATUS FOR PRODUCING A FROZEN FOOD PRODUCT
US	61/595,426	2/6/2012	PENDING			METHOD AND APPARATUS FOR DISPENSING A FROZEN FOOD PRODUCT IN THE SAME CONTAINER THAT INITIALLY CONTAINED MIX FOR MAKING THE FOOD PRODUCT

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