

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MooBella, Inc.		07/03/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	W. Health L.P.		
Street Address:	Winterbotham Place, Marlborough & Queen Streets		
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	
Serial Number:	76328674		
Serial Number:	76581167		
Serial Number:	76328775	MOOBELLA	
Serial Number:	76328673	MOOBELLA	
Serial Number:	76481858	QUICK. FRESH. NOW. WOW!	
Serial Number:	85614019	MIXI	
CORRESPONDENCE DATA			
Fax Number:	6175747659		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617-574-4153		
Email:	lbillone@goulstonstorrs.com		
Correspondent Name:	Lisa Billone		
Address Line 1:	400 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02110		

OP \$165.00 76328674

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Lisa Billone
Signature:	/Lisa Billone/
Date:	07/10/2012

Total Attachments: 7

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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 10, 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 June 15, 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

MooBella, Inc.  
ACTIVE TRADEMARK MATTERS

Trademark Name	Matter No.	Country	Application No.	Registration No.	Filing Date	Registration Date	Owner
MISCELLANEOUS DESIGN (COW HEAD)	121665- 60101	United States of America	76/328674	3068550	22-Oct- 2001	14-Mar-2006	MOOBELLA, INC.
MISCELLANEOUS DESIGN (COWS HEAD)	121665- 60601	United States of America	76/581167	3325160	16-Mar- 2004	30-Oct-2007	MOOBELLA, INC.
MOOBELLA	121665- 60401	United States of America	76/328775	3068551	22-Oct- 2001	14-Mar-2006	MOOBELLA, INC.
MOOBELLA (Stylized)	121665- 60301	United States of America	76/328673	3009075	22-Oct- 2001	25-Oct-2005	MOOBELLA, INC.
QUICK. FRESH. NOW! WOW!	121665- 60501	United States of America	76/481858	3142528	13-Jan- 2003	12-Sep-2006	MOOBELLA, INC.
MIXI		United States of America	85/614019		2-May- 2012		MOOBELLA, INC.

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MooBella, Inc.  
ACTIVE PATENT MATTERS

Title	Matter No.	Country	Application Number	Filing Date	Patent Number	Application Status	Issue Date	Recorded Assignee
FROZEN DESSERT COMPOSITIONS HAVING INCREASED OVERRUN PERCENTAGE	121665-00502	United States of America	12/732351	26-Mar-2010		Published		MooBella, Inc.
SYSTEMS AND METHODS OF MIXING AND COOLING FOOD PRODUCTS	121665-00603	United States of America	12/229524	22-Aug-2008		Published		MooBella, Inc./Paul Kateman
SYSTEMS AND METHODS FOR DISPENSING PRODUCT	121665-00802	United States of America	2795142	27-May-2005	7726136	Granted	01-Jun-2010	MooBella Acquisition Corp./Paul Kateman
DYNAMIC PROCESS CONTROL	121665-00902	United States of America	10/359834	07-Feb-2003	6907741	Granted	21-Jun-2005	MooBella Acquisition Corp./Paul Kateman
DYNAMIC PROCESS CONTROL	121665-00903	United States of America	11/157463	20-Jun-2005	7640755	Granted	05-Jan-2010	MooBella Acquisition Corp./Paul Kateman
FLUID DISPENSING APPARATUSES AND METHODS THEREOF	121665-01002	United States of America	12/229523	22-Aug-2008		Allowed		MooBella Acquisition Corp.
APPARATUS AND METHOD FOR FABRICATING A FROZEN-FOOD PRODUCT	121665-01102	United States of America	12/154080	19-May-2008	7914199	Granted	29-Mar-2011	MooBella Acquisition Corp.
IN-LINE APPARATUS FOR PRODUCING A FROZEN FOOD PRODUCT	121665-01201	United States of America	61/569459	12-Dec-2011		Pending		Not yet assigned Inventors: Winkler et al.
METHOD AND APPARATUS FOR THE MANUFACTURE OF FROZEN FOOD PRODUCTS	121665-01302	United States of America	13/366496	06-Feb-2012		Pending		MooBella, Inc.
METHOD AND APPARATUS FOR MAKING A FROZEN FOOD PRODUCT	121665-01401	United States of America	61/569344	12-Dec-2011		Pending		Not yet assigned Inventors: Roundtree et al.
METHOD AND APPARATUS FOR DISPENSING A FROZEN FOOD PRODUCT IN THE SAME	121665-01501	United States of America	61/595426	06-Feb-2012		Pending		Not yet assigned Inventors: Winkler et al.

Title	Matter No.	Country	Application Number	Filing Date	Patent Number	Application Status	Issue Date	Recorded Assignee
CONTAINER THAN INITIALLY CONTAINED MIX FOR MAKING THE FOOD PRODUCT								
NON-STICK FREEZING SURFACE	121665-01602	United States of America	10/431777	07-May-2003	6745595	Granted	08-Jun-2004	MooBella Acquisition Corp./Paul Kateman
EFFICIENT MANUFACTURE AND DISTRIBUTION OF CHILLED SOLID FOOD PRODUCTS	121665-01802	United States of America	10/228/439	27-Aug-2002	6941858	Granted	13-Sep-2005	MooBella Acquisition Corp./Paul Kateman
METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD	121665-01902	United States of America	10/971796	22-Oct-2004	7131279	Granted	07-Nov-2006	MooBella Acquisition Corp./Paul Kateman
METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD	121665-01904	United States of America	12/490072	23-Jun-2009	7908871	Granted	22-Mar-2011	MooBella Acquisition Corp.
METHOD AND APPARATUS FOR DISPENSING A PRODUCT FROM A ROTARY SURFACE	121665-01905	United States of America	10/881684	30-Jun-2004	7052728	Granted	30-May-2006	MooBella Acquisition Corp./Paul Kateman
METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD PRODUCT	121665-01907	United States of America	10/160674	31-Jul-2002	6698228	Granted	02-Mar-2004	MooBella Acquisition Corp./Paul Kateman
METHOD AND APPARATUS FOR PRODUCING AND DISPENSING AN AERATED AND/OR BLENDED FOOD	121665-01908	United States of America	1468184	03-Dec-2003	6952928	Granted	11-Oct-2005	MooBella Acquisition Corp./Paul Kateman
APPARATUS AND METHOD FOR ENHANCING FOOD PRODUCT OVERRUN PRODUCED IN FOOD PROCESSING SYSTEM OR APPARATUS	121665-02002	United States of America	12/712525	25-Feb-2010		Published		MooBella, Inc.

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Title	Matter No.	Country	Application Number	Filing Date	Patent Number	Application Status	Issue Date	Recorded Assignee
SYSTEM AND METHOD OF TEMPERATURE ADJUSTMENT AND CONTROL OF FOOD PROCESSING/DISPENSING SYSTEM OR APPARATUS	121665-02302	United States of America	12/712,508	25-Feb-2010		Published		MooBella, Inc.
FOOD COMPOSITIONS COMPRISING DRIED PROBIOTICS, METHODS OF MANUFACTURE AND USES THEREOF	121665-02402	United States of America	12/732314	26-Mar-2010		Published		MooBella, Inc.
APPARATUS AND METHOD OF REDUCING CARRY OVER IN FOOD PROCESSING SYSTEMS AND METHODS	121665-02502	United States of America	12/712487	25-Feb-2010		Published		MooBella, Inc.
APPARATUS FOR MANUFACTURING FROZEN CONFECTION	121665-02901	United States of America	08/714387	16-Sep-1996	5868065	Granted	09-Feb-1999	MooBella Acquisition Corp./Paul Kateman