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
Project Healthy Living, Inc.		11/20/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Venture Lending & Leasing VI, Inc.
Street Address:	104 La Mesa Drive, Suite 102
City:	Portola Valley
State/Country:	CALIFORNIA
Postal Code:	94028
Entity Type:	CORPORATION: MARYLAND

Name:	Venture Lending & Leasing VII, Inc.
Street Address:	104 La Mesa Drive, Suite 102
City:	Portola Valley
State/Country:	CALIFORNIA
Postal Code:	94028
Entity Type:	CORPORATION: MARYLAND

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	85875037	ALOHA
Serial Number:	85875041	ALOHA
Serial Number:	85875044	ALOHA
Serial Number:	85875047	ALOHA

CORRESPONDENCE DATA

Fax Number: 4157774961

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

OP $115.00 85875037

Phone:	415 981 1400
Email:	gkiviat@grmslaw.com
Correspondent Name:	Jeffrey T. Klugman
Address Line 1:	Four Embarcadero Center, Suite 4000
Address Line 4:	San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	48046/0108 T
NAME OF SUBMITTER:	Jeffrey T. Klugman
Signature:	/Jeffrey T. Klugman/
Date:	11/22/2013

Total Attachments: 11
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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this "Agreement") is made as of November 20, 2013, by and between PROJECT HEALTHY LIVING, INC., a Delaware corporation ("Grantor"), and VENTURE LENDING & LEASING VI, INC. ("VLL6") and VENTURE LENDING & LEASING VII, INC. ("VLL7"), both Maryland corporations (sometimes referred to herein individually and together as "Secured Party").

RECITALS

A. Pursuant to that certain Loan and Security Agreement of even date herewith between Grantor, as borrower, and Secured Party, as lender (as amended, restated, supplemented or otherwise modified from time to time, the "Loan Agreement"), Secured Party has agreed to make certain advances of money and to extend certain financial accommodations to Grantor (the "Loans") in the amounts and manner set forth in the Loan Agreement. All capitalized terms used herein without definition shall have the meanings ascribed to them in the Loan Agreement.

B. Secured Party is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Secured Party a security interest in substantially all of Grantor's personal property whether presently existing or hereafter acquired. To that end, Grantor has executed in favor of Secured Party the Loan Agreement granting a security interest in all Collateral, and is executing this Agreement with respect to certain items of Intellectual Property, in particular.

NOW, THEREFORE, THE PARTIES HERETO AGREE AS FOLLOWS:

1. Grant of Security Interest. As collateral security for the prompt and complete payment and performance of all of Grantor's present or future Obligations, Grantor hereby grants a security interest and mortgage to Secured Party, as security, in and to Grantor's entire right, title and interest in, to and under the following Intellectual Property, now owned or hereafter acquired by Grantor or in which Grantor now holds or hereafter acquires any interest (all of which shall collectively be called the "Collateral" for purposes of this Agreement):

(a) Any and all copyrights, whether registered or unregistered, held pursuant to the laws of the United States, any State thereof or of any other country; all registrations, applications and recordings in the United States Copyright Office or in any similar office or agency of the United States, and State thereof or any other country; all continuations, renewals, or extensions thereof; and any registrations to be issued under any pending applications, including without limitation those set forth on Exhibit A attached hereto (collectively, the "Copyrights");

(b) All letters patent of, or rights corresponding thereto in, the United States or any other country, all registrations and recordings thereof, and all applications for letters patent of, or rights corresponding thereto in, the United States or any other country, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country; all reissues, continuations, continuations-in-part or extensions thereof; all petty patents, divisionals, and patents of addition; and all patents to be issued under any such applications, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "Patents");

(c) All trademarks, trade names, corporate names, business names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and any applications in connection therewith, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of

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the United States, any State thereof or any other country or any political subdivision thereof, and reissues, extensions or renewals thereof, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the "Trademarks");

(d) Any and all claims for damages by way of past, present and future infringement of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(e) All licenses or other rights to use any of the Copyrights, Patents or Trademarks, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(f) All amendments, renewals and extensions of any of the Copyrights, Trademarks or Patents; and

(g) All proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

Notwithstanding the foregoing the term "Collateral" shall not include: (a) "intent-to-use" trademarks at all times prior to the first use thereof, whether by the actual use thereof in commerce, the recording of a statement of use with the United States Patent and Trademark Office or otherwise, but only to the extent the granting of a security interest in such "intent to use" trademarks would be contrary to applicable law or (b) any contract, instrument or chattel paper in which Grantor has any right, title or interest if and to the extent such contract, instrument or chattel paper includes a provision containing a restriction on assignment such that the creation of a security interest in the right, title or interest of Grantor therein would be prohibited and would, in and of itself, cause or result in a default thereunder enabling another person party to such contract, instrument or chattel paper to enforce any remedy with respect thereto; provided, however, that the foregoing exclusion shall not apply if (i) such prohibition has been waived or such other person has otherwise consented to the creation hereunder of a security interest in such contract, instrument or chattel paper, or (ii) such prohibition would be rendered ineffective pursuant to Sections 9-407(a) or 9-408(a) of the UCC, as applicable and as then in effect in any relevant jurisdiction, or any other applicable law (including the Bankruptcy Code or principles of equity); provided further that immediately upon the ineffectiveness, lapse or termination of any such provision, the term "Collateral" shall include, and Grantor shall be deemed to have granted a security interest in, all its rights, title and interests in and to such contract, instrument or chattel paper as if such provision had never been in effect; and provided further that the foregoing exclusion shall in no way be construed so as to limit, impair or otherwise affect Secured Party's unconditional continuing security interest in and to all rights, title and interests of Grantor in or to any payment obligations or other rights to receive monies due or to become due under any such contract, instrument or chattel paper and in any such monies and other proceeds of such contract, instrument or chattel paper.

2. Covenants and Warranties. Grantor represents, warrants, covenants and agrees as follows:

(a) Grantor has rights (as defined in the UCC) in the Collateral, except for Permitted Liens;

(b) During the term of this Agreement, Grantor will not transfer or otherwise encumber any interest in the Collateral, except for Permitted Liens and except for transfers otherwise permitted under the Loan Agreement;

(c) To its knowledge, each of the Patents is valid and enforceable, and no part of the Collateral has been judged invalid or unenforceable, in whole or in part, and no claim has been made that any part of the Collateral violates the rights of any third party;

(d) **Grantor shall deliver to Secured Party within thirty (30) days of the last day of each fiscal quarter, a report signed by Grantor, in form reasonably acceptable to Secured Party, listing (i) any applications or registrations that Grantor has made or filed in respect of any patents, copyrights or trademarks, (ii) the status of any outstanding applications or registrations and (iii) any material change in the composition of the Collateral;**

(e) Grantor shall use reasonable commercial efforts to (i) protect, defend and maintain the validity and enforceability of the Trademarks, Patents and Copyrights (ii) detect infringements of the Trademarks, Patents and Copyrights and promptly advise Secured Party in writing of material infringements detected and (iii) not allow any material Trademarks, Patents or Copyrights to be abandoned, forfeited or dedicated to the public unless Grantor deems it to be in the best interest of Grantor's business;

(f) Grantor shall apply for registration (to the extent not already registered) with the United States Patent and Trademark Office or the United States Copyright Office, as applicable: (i) those intellectual property rights listed on Exhibits A, B and C hereto within thirty (30) days of the date of this Agreement; and (ii) those additional intellectual property rights developed or acquired by Grantor from time to time in connection with any product or service, prior to the sale or licensing of such product or the rendering of such service to any third party (including without limitation revisions or additions to the intellectual property rights listed on such Exhibits A, B and C), except, in each case, with respect to such rights that Grantor determines in its sole but reasonable commercial judgment need not be registered to protect its own business interests. Grantor shall, from time to time, execute and file such other instruments, and take such further actions as Secured Party may reasonably request from time to time to perfect or continue the perfection of Secured Party's interest in the Collateral; and

(g) Grantor shall not enter into any agreement that would materially impair or conflict with Grantor's obligations hereunder without Secured Party's prior written consent, which consent shall not be unreasonably withheld. Grantor shall not permit the inclusion in any material contract to which it becomes a party of any provisions that could or might in any way prevent the creation of a security interest in Grantor's rights and interests in any property included within the definition of the Collateral acquired under such contracts, except for provisions in such material contracts as are referenced in the last paragraph of Section 1 of this Agreement.

3. Further Assurances; Attorney in Fact.

(a) On a continuing basis, Grantor will make, execute, acknowledge and deliver, and file and record in the proper filing and recording places in the United States, all such instruments, including appropriate financing and continuation statements and collateral agreements and filings with the United States Patent and Trademark Office and the Register of Copyrights, and take all such action as may reasonably be deemed necessary or advisable, or as reasonably requested by Secured Party, to perfect Secured Party's security interest in all Copyrights, Patents and Trademarks and otherwise to carry out the intent and purposes of this Agreement, or for assuring and confirming to Secured Party the grant or perfection of a security interest in all Collateral.

(b) Grantor hereby irrevocably appoints Secured Party as Grantor's attorney-in-fact, with full authority in the place and stead of Grantor and in the name of Grantor, from time to time in Secured Party's discretion, to take any action and to execute any instrument which Secured Party may deem necessary or advisable to accomplish the purposes of this Agreement, including (i) to modify, in its sole discretion, this Agreement without first obtaining Grantor's approval of or signature to such modification by amending Exhibits A, B and C, hereof, as appropriate, to include reference to any right, title or interest in any Copyrights, Patents or Trademarks acquired by Grantor after the execution hereof or to delete any reference to any right, title or interest in any Copyrights, Patents or Trademarks in which Grantor no longer has or claims any right, title or interest, (ii) to file, in its sole discretion, one or more financing or continuation statements and amendments thereto, relative to any of the Collateral without the signature of Grantor where permitted by law, and (iii) after the occurrence and during the continuance of an

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Event of Default, to transfer the Collateral into the name of Secured Party or a third party to the extent permitted under the California Uniform Commercial Code.

4. Events of Default. The occurrence of any of the following shall constitute an Event of Default under this Agreement:

(a) An Event of Default under the Loan Agreement; or

(b) Grantor breaches in any material respect any warranty or agreement made by Grantor in this Agreement and, as to any breach that is capable of cure, Grantor fails to cure such breach within thirty (30) days of the sooner to occur of Grantor's receipt of notice of such breach from Secured Party or the date on which such breach first becomes known to Grantor.

5. Amendments. This Agreement may be amended only by a written instrument signed by both parties hereto, except for amendments permitted under Section 3 hereof to be made by Secured Party alone.

6. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.

7. Several Nature of Secured Party's Obligations and Rights; Pari Passu Security Interests. This Agreement is and shall be interpreted for all purposes as separate and distinct agreements between Grantor and VLL6, on the one hand, and Grantor and VLL7, on the other hand, and nothing in this Agreement shall be deemed a joint venture, partnership or other association between VLL6 and VLL7. Each reference in this Agreement to "Secured Party" shall mean and refer to each of VLL6 and VLL7, singly and independent of one another. Without limiting the generality of the foregoing, the covenants and other obligations of "Secured Party" under this Agreement are several and not joint obligations of VLL6 and VLL7, and all rights and remedies of "Secured Party" under this Agreement may be exercised by VLL6 and/or VLL7 independently of one another. The security interests granted by Grantor to each of VLL6 and VLL7 hereunder and under the Loan Agreement shall be deemed to have been granted and perfected at the same time and shall be of equal priority.

[Signature Pages Follow]

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[*Signature page to Intellectual Property Security Agreement*]

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

GRANTOR:

PROJECT HEALTHY LIVING, INC.

By: _____
Name: Constantin Bisanz
Title: Founder + CEO

Address for Notices:

33 W. 17th St. 4th Fl.
New York, NY 10011
Attn:
Fax #:
Phone #: 917.370.5075

SECURED PARTY:

VENTURE LENDING & LEASING VI, INC.

By: _____
Name: _____
Title: _____

Address for Notices:

104 La Mesa Dr., Suite 102
Portola Valley, CA 94028
Attn: Chief Financial Officer
Fax # 650-234-4343
Phone # 650-234-4300

SECURED PARTY:

VENTURE LENDING & LEASING VII, INC.

By: _____
Name: _____
Title: _____

Address for Notices:

104 La Mesa Dr., Suite 102
Portola Valley, CA 94028
Attn: Chief Financial Officer
Fax # 650-234-4343
Phone # 650-234-4300

[*Signature page to Intellectual Property Security Agreement*]

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

GRANTOR:

PROJECT HEALTHY LIVING, INC.

By: _____
Name: _____
Title: _____

Address for Notices:

_____
_____
Attn:
Fax #:
Phone #:

SECURED PARTY:

VENTURE LENDING & LEASING VI, INC.

By: _____
Name: Jay Cohan
Title: Vice President

Address for Notices:

104 La Mesa Dr., Suite 102
Portola Valley, CA 94028
Attn: Chief Financial Officer
Fax # 650-234-4343
Phone # 650-234-4300

SECURED PARTY:

VENTURE LENDING & LEASING VII, INC.

By: _____
Name: Jay Cohan
Title: Vice President

Address for Notices:

104 La Mesa Dr., Suite 102
Portola Valley, CA 94028
Attn: Chief Financial Officer
Fax # 650-234-4343
Phone # 650-234-4300

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EXHIBIT A

Copyrights

Description	Registration Number	Registration Date
None		

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EXHIBIT B

Patents

Description	Registration/Serial Number	Registration /Application Date
None		

48046/0108
JTK/442874.2

EXHIBIT C

Trademarks

Trademark	Country (Code)	Owner	Class	App. Date	App. #	Reg. # & Date	Status
ALOHA	Argentina (AR)	Project Healthy Living, Inc.	35	09/11/2013	3276744	None	Pending
ALOHA	Argentina (AR)	Project Healthy Living, Inc.	41	09/11/2013	3276745	None	Pending
ALOHA	Argentina (AR)	Project Healthy Living, Inc.	44	09/11/2013	3276746	None	Pending
ALOHA	Australia (AU)	Project Healthy Living, Inc.	35, 41, 44	09/06/2013	1578888	None	Pending
ALOHA	Brazil (BR)	Project Healthy Living, Inc.	35	09/10/2013	840637128	None	Pending
ALOHA	Brazil (BR)	Project Healthy Living, Inc.	41	09/10/2013	840637101	None	Pending
ALOHA	Brazil (BR)	Project Healthy Living, Inc.	44	09/10/2013	840637071	None	Pending
ALOHA	Canada (CA)	Project Healthy Living, Inc.	35, 41, 44, CG, CS	09/13/2013	1643408	None	Pending
ALOHA	Chile (CL)	Project Healthy Living, Inc.	35, 41, 44	09/10/2013	1074333	None	Pending
ALOHA	China (CN)	Project Healthy Living, Inc.	35	09/13/2013	Pending	None	Pending
ALOHA	China (CN)	Project Healthy Living, Inc.	41	09/13/2013	Pending	None	Pending
ALOHA	China (CN)	Project Healthy Living, Inc.	44	09/13/2013	Pending	None	Pending
ALOHA	Colombia (CO)	Project Healthy Living, Inc.	35	09/13/2013	13218597	None	Pending
ALOHA	Colombia (CO)	Project Healthy Living, Inc.	41	09/13/2013	13218599	None	Pending
ALOHA	Colombia (CO)	Project Healthy Living, Inc.	44	09/13/2013	13218600	None	Pending
ALOHA	Costa Rica (CR)	Project Healthy Living, Inc.	35	09/09/2013	2013007840	None	Pending
ALOHA	Costa Rica (CR)	Project Healthy Living, Inc.	41	09/09/2013	2013007839	None	Pending

Trademark	Country (Code)	Owner	Class	App. Date	App. #	Reg. # & Date	Status
ALOHA	Costa Rica (CR)	Project Healthy Living, Inc.	44	09/09/2013	2013007838	None	Pending
ALOHA	European Union (EM)	Project Healthy Living, Inc.	35, 41, 44	09/10/2013	012126983	None	Pending
ALOHA	Hong Kong (HK)	Project Healthy Living, Inc.	35, 41, 44	09/11/2013	302734876	None	Pending
ALOHA	India (IN)	Project Healthy Living, Inc.	35	09/11/2013	Pending	None	Pending
ALOHA	India (IN)	Project Healthy Living, Inc.	41	09/11/2013	Pending	None	Pending
ALOHA	India (IN)	Project Healthy Living, Inc.	44	09/11/2013	Pending	None	Pending
ALOHA	Indonesia (ID)	Project Healthy Living, Inc.	35, 41, 44	09/13/2013	J002013043363	None	Pending
ALOHA	Israel (IL)	Project Healthy Living, Inc.	35, 41, 44	09/08/2013	258755	None	Pending
ALOHA	Japan (JP)	Project Healthy Living, Inc.	35, 41, 44	09/11/2013	2013070881	None	Pending
ALOHA	Malaysia (MY)	Project Healthy Living, Inc.	35	09/06/2013	2013012553	None	Pending
ALOHA	Malaysia (MY)	Project Healthy Living, Inc.	41	09/06/2013	2013012552	None	Pending
ALOHA	Malaysia (MY)	Project Healthy Living, Inc.	44	09/06/2013	2013012551	None	Proposed
ALOHA	Mexico (MX)	Project Healthy Living, Inc.	35	09/06/2013	1410906	None	Pending
ALOHA	Mexico (MX)	Project Healthy Living, Inc.	41	09/06/2013	1410907	None	Pending
ALOHA	Mexico (MX)	Project Healthy Living, Inc.	44	09/06/2013	1410908	None	Pending
ALOHA	New Zealand (NZ)	Project Healthy Living, Inc.	35, 41, 44	09/06/2013	984102	None	Pending
ALOHA	Norway (NO)	Project Healthy Living, Inc.	35, 41, 44	09/09/2013	201310881	None	Pending
ALOHA	Philippines (PH)	Project Healthy Living, Inc.	35, 41, 44	09/11/2013	042013010954	None	Pending
ALOHA	Russia (RU)	Project Healthy Living, Inc.	35, 41, 44	09/09/2013	2013731004	None	Pending

Trademark	Country (Code)	Owner	Class	App. Date	App. #	Reg. # & Date	Status
ALOHA	Singapore (SG)	Project Healthy Living, Inc.	35, 41, 44	09/06/2013	T1314451E	None	Pending
ALOHA	South Africa (ZA)	Project Healthy Living, Inc.	35	09/06/2013	201324748	None	Pending
ALOHA	South Africa (ZA)	Project Healthy Living, Inc.	41	09/06/2013	201324749	None	Pending
ALOHA	South Africa (ZA)	Project Healthy Living, Inc.	44	09/06/2013	201324751	None	Pending
ALOHA	South Korea (KR)	Project Healthy Living, Inc.	35, 41, 44	09/12/2013	4120130035825	None	Pending
ALOHA	Switzerland (CH)	Project Healthy Living, Inc.	35, 41, 44	09/09/2013	609572013	None	Pending
ALOHA	Taiwan (TW)	Project Healthy Living, Inc.	35, 41, 44	09/06/2013	102049971	None	Pending
ALOHA	Thailand (TH)	Project Healthy Living, Inc.	35	09/13/2013	909213	None	Pending
ALOHA	Thailand (TH)	Project Healthy Living, Inc.	41	09/13/2013	909214	None	Pending
ALOHA	Thailand (TH)	Project Healthy Living, Inc.	44	09/13/2013	909215	None	Pending
ALOHA	United States (US)	Project Healthy Living, Inc.	35	03/13/2013	85875037	None	Pending
ALOHA	United States (US)	Project Healthy Living, Inc.	41	03/13/2013	85875041	None	Pending
ALOHA	United States (US)	Project Healthy Living, Inc.	43	03/13/2013	85875044	None	Allowed
ALOHA	United States (US)	Project Healthy Living, Inc.	44	03/13/2013	85875047	None	Pending
ALOHA	Venezuela (VE)	Project Healthy Living, Inc.	35	09/12/2013	178332013	None	Pending
ALOHA	Venezuela (VE)	Project Healthy Living, Inc.	41	09/12/2013	178322013	None	Pending

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