

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY AGREEMENT

CONVEYING PARTY DATA

Name	Execution Date
MooBella, Inc.	07/03/2012

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

PROPERTY NUMBERS Total: 23

Property Type	Number
Application Number:	12732351
Application Number:	12229524
Patent Number:	7726136
Patent Number:	6907741
Patent Number:	7640755
Application Number:	12229523
Patent Number:	7914199
Application Number:	61569459
Application Number:	13366496
Application Number:	61569344
Application Number:	61595426
Patent Number:	6745595
Patent Number:	6941858
Patent Number:	7131279
Patent Number:	7908871

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Patent Number:	7052728
Patent Number:	6698228
Patent Number:	6952928
Application Number:	12712525
Application Number:	12712508
Application Number:	12732314
Application Number:	12712487
Patent Number:	5868065

CORRESPONDENCE DATA

Fax Number: (617)574-7659
Phone: 617-574-4153
Email: lbillone@goulstonstorrs.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Lisa Billone
Address Line 1: 400 Atlantic Avenue
Address Line 4: Boston, MASSACHUSETTS 02110

NAME OF SUBMITTER:

Lisa Billone

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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Address:
555 Constitution Avenue
Taunton, MA 02780

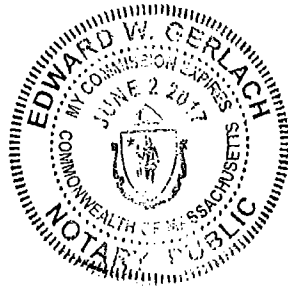
MOOBELLA, INC.

By: Bruce C. Ginsberg
Name: Bruce C. Ginsberg
Title: President

STATE OF MASSACHUSETTS)
) ss.
COUNTY OF BRISTOL)

On this 3rd day of July, 2012, before me, a Notary Public in and for the county aforesaid, duly commissioned and sworn, personally appeared Bruce C. Ginsberg, personally known to me (or proved to me on the basis of satisfactory evidence) to be the President of MooBella, Inc., the officer executing the attached instrument, and acknowledged to me that such instrument was signed on behalf of such legal entity by authority of its board of directors or equivalent managing body, and acknowledged said instrument to be the free act and deed of said legal entity.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal on the date in this certificate first above written.



Edward W. Gerlach
Notary Public
My Commission Expires: 6/2/17

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.

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