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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Dead Sea Laboratories Ltd. 1-17-03 Individual(s) Association General Partnership Limited Partnership Corporation-State Other Israeli Corporation Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Ahava (USA), Inc. Internal Address: Street Address: 2001 West Main Street City: Stamford State: CT Zip: 06902 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Delaware Other If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: 1/9/2003

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,790,035 Additional number(s) attached Yes No

B. Trademark Registration No.(s) 1,790,035

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Marc P. Misthal Internal Address: Gottlieb, Rackman & Reisman Street Address: 270 Madison Avenue City: New York State: NY Zip: 10016

6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41): \$ 40.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature: Marc P. Misthal Signature January 17, 2003 Date Total number of pages including cover sheet, attachments, and document: 2

FINANCE SECTION JAN 17 PM 12:33

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Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002655 FRAME: 0219

ASSIGNMENT OF TRADEMARK

WHEREAS, Dead Sea Laboratories Ltd., an Israeli corporation, at Mitzpe Shalem 90670 Israel ("Assignor"), is the owner of the trademark "AHAVA and Design", registered on the Principal Register of the United States Patent and Trademarks Office, Registration No. 1,790,035 and

WHEREAS, Ahava (USA), Inc., a Delaware corporation, at 2001 West Main Street, Stamford, CT 06902, United States of America ("Assignee"), is desirous of acquiring said trademark and trademark registration,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign unto Assignee, the entire right, title and interest in and to the trademark "AHAVA and Design" and the above-mentioned registration thereof together with the goodwill of the business symbolized by the trademark, and any other registrations and common law rights acquired by Assignor in this trademark and the right to sue, in Assignee's name, for past and future infringement of the trademark and/or its registration.

Dated January 9, 2003

Dead Sea Laboratories, Ltd.

By: David  
Name: YANIV ELLIS  
Title: CEO

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