

Form PTO-1504 1-31-92 RECORDATION FORM COVER SHEET TRADEMARKS ONLY U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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

1. Name of conveying party(ies):
TREAT VENTURE LLC
Individual(s) Association
General Partnership Limited Partnership
Corporation-State
x Other Delaware limited liability company
Additional name(s) of conveying party(ies) attached Yes x No

2. Name and address of receiving party(ies):
Name: Societe Cooperative Vigneronne Des Grandes Caves Richon-Le-Zion & Zichron Jacob Ltd.
Address: 25 Hacarmel Street,
75100 Richon-Le-Zion, Israel

3. Nature of conveyance:
x Assignment Merger
Security Agreement Change of Name
Other
Execution Date: August 25, 2003

Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State
x Other Delaware limited liability company
If assignee is not domiciled in the United States, a domestic representative designation is attached:
Yes x No
(Designations must be a separate document from Assignment)
Additional name(s) & addresses attached?
Yes x No

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
Additional Numbers attached? Yes x No

B. Trademark Registration No.(s).
892,181 and 1,871,507
Yes x No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Michael I. Davis
Internal Address: Fross Zelnick Lehrman & Zissu, P.C.
Street Address: 866 United Nations Plaza
City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:.....2

7. Total fee (37 CFR 3.41) \$ 65.00
X Authorized to be charged to deposit account
23-0825 Docket No. 0306719

8. Deposit account number:
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
Michael I. Davis Signature September 9, 2003 Date

Total number of pages comprising cover sheet: 1 TRADEMARK

CH \$65.00 230825 0892181

UNITED STATES

ASSIGNMENT

WHEREAS, Treat Venture LLC, a Delaware limited liability company, of Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801

("Assignor"), is the owner of the following trademarks (hereinafter, the "Trademarks"):

TRADEMARK	REGISTRATION NO.
SABRA	892,181
SABRA	1,871,507

and WHEREAS, Societe Cooperative Vigneronne Des Grandes Caves Richon-Le-Zion & Zichron Jacob Ltd., a cooperative society duly organised under the laws of Israel and bearing registration number 57-000031-5 of 25 Hacarmel Street, 75100 Richon-Le-Zion, Israel ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Treat Venture LLC

By: _____

Name: MORDECHAI RAZ

Title: UNDER POWER OF ATTORNEY

Date of Signature: 25 August 2003

No. 3202 מס'

AUTHENTICATION OF SIGNATURE OF A PERSON SIGNING ON BEHALF OF A BODY CORPORATE ON IN THE NAME OF ANOTHER PERSON

אישות חתימה של אדם בשם תאגיד או בשם אדם אחר

I, the undersigned,

אני הח"מ,

JACOB I. KANTOR, Adv.,

יעקב א. קנטור, עו"ד

Notary at Tel Aviv-Yafo, hereby certify that on the 25th day of August 2003 there appeared before me at my office:

נוטריון בתל אביב-יפו, מאשר בזה כי ביום 25 בחודש אוגוסט 2003 ניצב לפני במשרדי:

Advocate **MORDECHAI RAZ** who is known to me personally and who signed of his own free will the document attached hereto and marked "A" in the name of

מרדכי רז, עו"ד, הידוע לי ידיעה אישית וחתם מרצונו החופשי על המסמך המצורף בזה והמסומן באות "א" בשם

TREAT VENTURE LLC

TREAT VENTURE LLC

(hereinafter "the Company"),

(להלן: "החברה")

And I confirm that with a view to establishing the right of the above to sign on behalf of the Company there was produced to me a Special Power of Attorney of the Company dated 19th May 2003.

הונני מאשר כי להוכחת רשותו של הנ"ל לחתום בשם החברה הוצג בפני ייפוי כוח מיוחד של החברה מיום 19 במאי 2003.

In witness whereof I hereby authenticate the signature of the above-named on behalf of the Company by my own signature and seal on this the 25th day of August 2003.

הנני מאשר את חתימתו של הנ"ל כדי ובחזותמי.

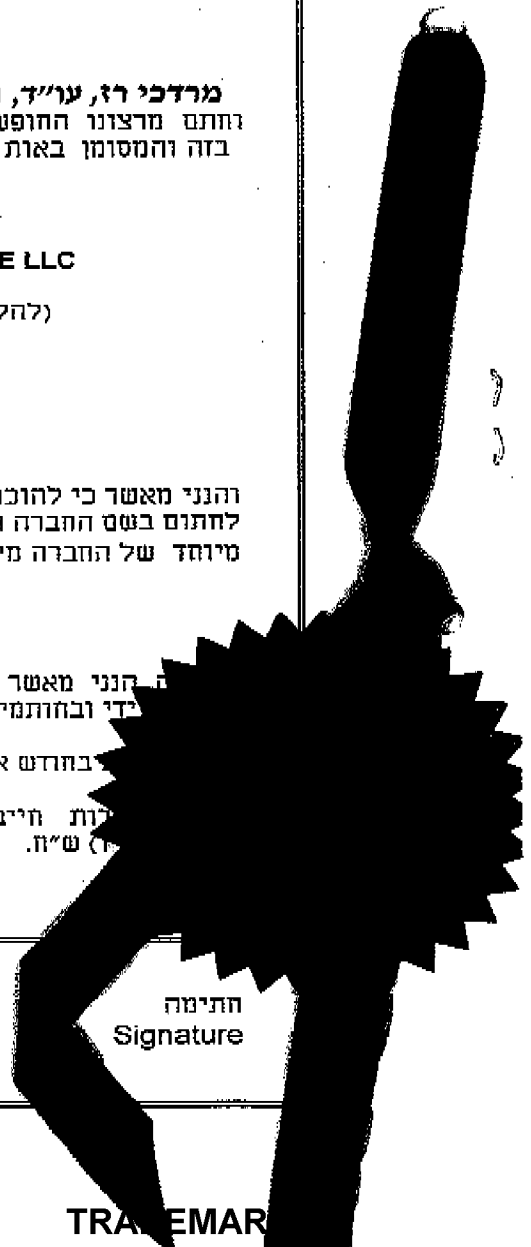
בחודש אוגוסט 2003.

New Shekels (Office Client) fees due.

ליות חייב בשכר בסך (לקוח) ש"ח.

חותם הנוטריון
Notary's Seal

חתימה
Signature



(treat notary)