

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ahava (USA), Inc.		11/26/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Dead Sea Laboratories Ltd.
Street Address:	5 Hatsoref Street
City:	Holon
State/Country:	ISRAEL
Postal Code:	58856
Entity Type:	CORPORATION: ISRAEL

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1790035	AHAVA

CORRESPONDENCE DATA	
Fax Number:	(718)372-8687
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	7183721669
Email:	bodner@inter.net.il
Correspondent Name:	Marc Phillip Bodner
Address Line 1:	2358 81 Street
Address Line 4:	Brooklyn, NEW YORK 11214

DOMESTIC REPRESENTATIVE	
Name:	Marc Phillip Bodner
Address Line 1:	2358 81 Street
Address Line 4:	Brooklyn, NEW YORK 11214

NAME OF SUBMITTER:	Marc Phillip Bodner
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Total Attachments: 1

OP \$40.00 1790035

ASSIGNMENT OF TRADEMARK

WHEREAS, Ahava (USA), Inc., a Delaware corporation, at 2001 West Main Street, Stamford, CT 06902, United States of America ("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, Dead Sea Laboratories Ltd., an Israeli corporation, at Mitzpe Shalem 90670 Israel ("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: 11/26, 2003

Ahava (USA), Inc.

By: 

Name: BRETT G. VRES

Title: VRES

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