

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dolce Food Corp.		07/21/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Ahava Food Corp.		
Street Address:	110 Beard Street		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11231		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78359297	CREAMLEE	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202/857-6000		
Email:	mccann.kathleen@arentfox.com		
Correspondent Name:	Sheldon H. Klein		
Address Line 1:	Arent Fox PLLC		
Address Line 2:	1050 Connecticut Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-5339		
NAME OF SUBMITTER:	Kathleen C. McCann		
Signature:	/Kathleen C. McCann/		
Date:	07/21/2005		
Total Attachments: 1			

OP \$40.00 78359297

ASSIGNMENT

WHEREAS, Dolce Food Corp., a New York corporation, having an address of 110 Beard Street, Brooklyn, New York 11231 (hereinafter "Assignor"), has adopted the mark CREAMLEE (hereinafter the "Mark") and is the owner of United States Trademark Application Serial No. 78/359,297 for the Mark, as shown by the records of the United States Patent and Trademark Office (hereinafter the "Application"); and

WHEREAS, Ahava Food Corp., a New York corporation, having an address of 110 Beard Street, Brooklyn, New York 11231 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Mark and the Application in the United States, together with all goodwill symbolized by the Mark, the Application, and that portion of Assignor's business associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Mark, together with all goodwill symbolized by the Mark, the Application, and that portion of Assignor's business associated with the Mark in the United States.

DOLCE FOOD CORP.

By: Moise Banayan
Moise Banayan
President

Date: July 21, 2005

TECH/314242.1