

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
Agudat Hakormim Hacooperativit Shel Yekvei Richon Le Zion V'zichron Yaakov B.M.		06/21/2006	CORPORATION: ISRAEL
RECEIVING PARTY DATA			
Name:	Yatir Winery Ltd		
Street Address:	P.O. Box 5210		
City:	Arad		
State/Country:	ISRAEL		
Entity Type:	CORPORATION: ISRAEL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3016006	YATIR	
CORRESPONDENCE DATA			
Fax Number:	(732)632-8760		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	732-632-6060		
Email:	prcarey@buchmanlaw.com		
Correspondent Name:	Paulette R. Carey		
Address Line 1:	510 Thornall Street		
Address Line 2:	suite 200		
Address Line 4:	Edison, NEW JERSEY 08837		
DOMESTIC REPRESENTATIVE			
Name:	Paulette R. Carey		
Address Line 1:	510 Thornall Street		
Address Line 2:	suite 200		
Address Line 4:	Edison, NEW JERSEY 08837		

OP \$40.00 3016006

NAME OF SUBMITTER:	Paulette R. carey
Signature:	/Paulette R. Carey/
Date:	06/21/2006
Total Attachments: 1 source=Yatir & Design TM 06-21-06#page1.tif	

CARMEL WINERY

Since 1982

TRADEMARK ASSIGNMENT

WHEREAS, Agudat Hakormim Hacooperativit Shel Yekvei Richon Le Zion V'zichron Yaakov B.M., a corporation organized and existing under the laws of Israel is the owner of the trademark YATIR & DESIGN and of US Trademark Registration no. 3,016,006 therefor (the "Mark"); and

WHEREAS, Yatir Winery Ltd., a corporation organized and existing under the laws of Israel with its principal place of business located at P.O. Box 5210 Arad, Israel, is desirous of acquiring said Mark, the registration and application for registrations therefor and the goodwill of the business appertaining thereto;

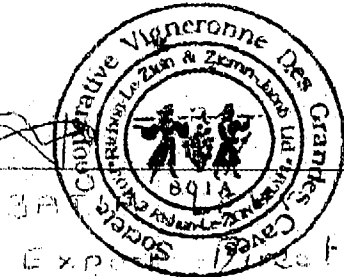
NOW, THEREFORE, for the sum of \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Agudat Hakormim Hacooperativit Shel Yekvei Richon Le Zion V'zichron Yaakov B.M., does hereby assign to Yatir Winery Ltd., all right, title and interest in and to the Mark and the registrations and any of its applications for registrations therefor, together with the goodwill of the business symbolized by the Mark.

Dated this 21st day of June, 2006

By: 

Name:

Title:



Exp. Director

SOCIÉTÉ COOPÉRATIVE VIGNERONNE DES GRANDES CAVES S

RICHON-LE-ZION & ZICHRON-JACOB LTD

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