

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Einstein Industries, Inc.		10/15/2007	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Hebrew University of Jerusalem
Street Address:	P.O. Box 34165
City:	Givat Ram
State/Country:	ISRAEL
Postal Code:	91341
Entity Type:	CORPORATION: ISRAEL

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	76041565	EI2 EINSTEIN INDUSTRIES, INC.
Serial Number:	78487254	EINSTEIN
Serial Number:	78487256	EINSTEIN
Serial Number:	78487257	EINSTEIN
Serial Number:	78487259	EINSTEIN
Serial Number:	78487263	EINSTEIN
Serial Number:	75524586	EINSTEIN MEDICAL

CORRESPONDENCE DATA

Fax Number: (202)857-6395
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-857-6000
 Email: walker.christina@arentfox.com
 Correspondent Name: Christina R. Walker
 Address Line 1: 1050 Connecticut Avenue, NW
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

CH \$190.00 76041565

ATTORNEY DOCKET NUMBER:

028000.00177

DOMESTIC REPRESENTATIVE

Name: Anthony V. Lupo

Address Line 1: 1050 Connecticut Avenue, NW

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:

Christina Walker

Signature:

/Christina R. Walker/

Date:

10/30/2007

Total Attachments: 2

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SCHEDULE A
TRADEMARK ASSIGNMENT (TO BE RECORDED)

THIS TRADEMARK ASSIGNMENT ("Assignment") is effective as of the 15th day of Oct, 2007 ("Effective Date"), between:

EINSTEIN INDUSTRIES, INC. is a corporation incorporated under the laws of California, located at 6673 Mesa Ridge Road, San Diego, California 92121, United States of America ("Assignor").

HEBREW UNIVERSITY OF JERUSALEM, an educational institution, organized under the laws of Israel, located at Givat Ram, P.O. Box 34155, Jerusalem, 91341, Israel ("Assignee").

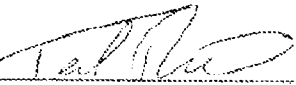
NOW, THEREFORE, for good and valuable consideration,

1. Assignor hereby grants, assigns and conveys to Assignee, all of its right, title and interest in and to all the trademarks listed on Exhibit 1 hereto (the "Assigned Trademarks"), on an "as-is" basis, together with the goodwill of the business symbolized by the Assigned Trademarks, including any and all rights, priorities and privileges of Assignor provided under United States, state or foreign law, or multinational law, compact, treaty, protocol convention or organization, with respect to the foregoing.

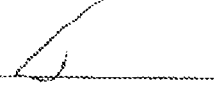
2. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

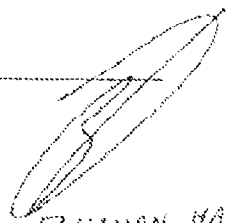
IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered as of the date above first written.

EINSTEIN INDUSTRIES, INC.

By: 
Name: TED RICASA
Title: SVP/IGN

HEBREW UNIVERSITY OF JERUSALEM

By: 
Name: PEERI YARIKOVITCH
LEGAL ADVISER


ELHANAN HALOHEW
VICE PRESIDENT &
DIRECTOR
GENERAL

7393304630PA

EXHIBIT I
ASSIGNMENT FROM EINSTEIN INDUSTRIES, INC. TO
HEBREW UNIVERSITY OF JERUSALEM

Trademark	International Class	U.S. Application No.	Filing Date
EI EINSTEIN INDUSTRIES, INC & Design	35	76/041,565	May 5, 2000
EINSTEIN	9	78/487,254	September 21, 2004
EINSTEIN	35	78/487,256	September 21, 2004
EINSTEIN	38	78/487,257	September 21, 2004
EINSTEIN	39	78/487,259	September 21, 2004
EINSTEIN	42	78/487,263	September 21, 2004
EINSTEIN MEDICAL	42	75/524,586	July 23, 1998

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