

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
T.T.Y General Trade Lines Limited		08/27/2007	CORPORATION: ISRAEL
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Born Free Holdings Ltd.		
<b>Street Address:</b>	3, HaSadnaot Street		
<b>City:</b>	Herzelia		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	46728		
<b>Entity Type:</b>	CORPORATION: ISRAEL		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78659831	BORN FREE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(248)594-0610		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	248-594-0644		
<b>Email:</b>	tmdocketing@raderfishman.com		
<b>Correspondent Name:</b>	Michelle L. Visser		
<b>Address Line 1:</b>	39533 Woodward Avenue, Suite 140		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304		
<b>ATTORNEY DOCKET NUMBER:</b>	66556-0002		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Michelle L. Visser		
<b>Address Line 1:</b>	39533 Woodward Avenue, Suite 140		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304		

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NAME OF SUBMITTER:	Michelle L. Visser
Signature:	/Michelle L. Visser/
Date:	11/08/2007
Total Attachments: 1 source=BORN FREE assigment#page1.tif	

**ASSIGNMENT**

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned:

**TTY General Trade Lines Ltd.**  
of 19, Ramban Street  
Jerusalem 92422, Israel

(hereinafter called the "**Assignor**"), hereby sells, assigns and transfers unto:

**Born Free Holdings Ltd**  
of 3, HaSadnaot Street  
Herzelia 46728, Israel

(hereinafter called: the "**Assignee**"), its successors, assigns, nominees or other legal representatives, its entire right, title and interest in and to the trademark:

**B O R N F R E E**

described and claimed in the following trademark application:

**United States Trademark Application No. 78659831**

and all original, including the right to apply and obtain Trademark registrations in other countries;

together with the right to sue for infringement thereof, both past and present.

Signed and sealed this 28 day of August 2007.

\_\_\_\_\_  
**Assignor**  
By: Israel Blattberg, Director

Accepted:  
\_\_\_\_\_  
**Assignee**  
By: Gil Lemel, Director