

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/20/2008		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ahava Food Corp.		03/06/2008	CORPORATION:
RECEIVING PARTY DATA			
Name:	Ahava of California, LLC		
Street Address:	908 Rose Avenue		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2629824	HOD GOLAN	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2028576164		
Email:	walker.christina@arentfox.com, klein.sheldon@arentfox.com, tmdocket@arentfox.com		
Correspondent Name:	Christina R. Walker		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	021288.00000		
NAME OF SUBMITTER:	Christina R. Walker		
Signature:	/Christina R. Walker/		

OP \$40.00 2629824

Date:

03/07/2008

Total Attachments: 2

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source=Ahava Food Corp. to Ahava of California, LLC - Trademark Assignment (HOD GOLAN)#page2.tif

TRADEMARK ASSIGNMENT

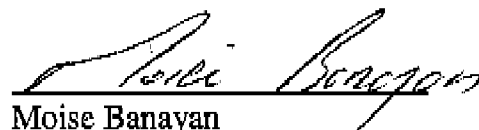
WHEREAS, AHAVA FOOD CORP. a New York corporation, having its principal place of business at 110 Beard Street, Brooklyn, New York 11231 (hereinafter "Assignor"), has adopted, used and is using the trademark listed in the attached Schedule (the "Mark"); has registered the Mark in the United States Patent and Trademark Office under the registration number listed in the Schedule; and is the co-owner, together with Maadaney Yehiam (1993) Ltd., of the right, title and interest in and to the Mark and the registration therefor, together with the good will of the business symbolized by the Mark; and

WHEREAS, AHAVA OF CALIFORNIA, LLC, a California limited liability company, having its principal place of business at 908 Rose Avenue, Venice, California 90291 (hereinafter "Assignee"), desires to acquire Assignor's portion of the right, title and interest in and to the Mark, together with the good will of the business symbolized thereby and the registration therefor.

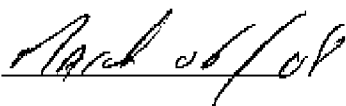
NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to said Assignee, and its successors and assigns, *nunc pro tunc*, as of February 20, 2008, Assignor's portion of the right, title and interest in and to the Mark, together with the good will of the business symbolized thereby, and the United States Trademark registration therefor, as listed in the attached Schedule.

AHAVA FOOD CORP.

By:


Moise Banayan
President

Date:



SCHEDULE

Trademark

Reg. No.

Reg. Date

HOD GOLAN

2,629,824

10-8-2002