

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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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: 11**

Property Type	Number	Word Mark
Registration Number:	1925643	NEW SQUARE
Registration Number:	1820739	MORNING SELECT
Registration Number:	3038963	AHAVA
Registration Number:	2960129	OF GOLAN
Registration Number:	2795127	BEST MOOO
Registration Number:	2283410	ACHUZA
Registration Number:	2404337	THE HEIGHT OF GOOD TASTE
Registration Number:	2159177	YOU CAN'T CHOOSE A BETTER MILK
Registration Number:	2716873	SLIM U
Registration Number:	3349275	FRUIT YOGLICIOUS
Registration Number:	2721299	GIDEON

**CORRESPONDENCE DATA**

OP \$290.00 1925643

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tmdocket@arentfox.com  
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ATTORNEY DOCKET NUMBER:	021288.00000
NAME OF SUBMITTER:	Christina R. Walker
Signature:	/Christina R. Walker/
Date:	03/07/2008

**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT

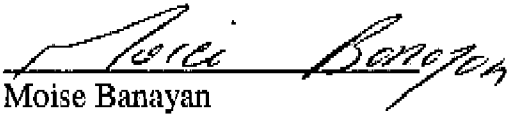
WHEREAS, AHAVA FOOD CORP., a New York corporation, having its principal place of business at 110 Beard Street, Brooklyn, New York 11231 (hereinafter "Assignor"), has adopted, used and is using the trademarks listed in the attached Schedule of Trademarks (the "Marks"); has registered the Marks in the United States Patent and Trademark Office under the registration numbers listed in the Schedule of Trademarks; and is the sole owner of the entire right, title and interest in and to the Marks and the registrations therefor, together with the good will of the business symbolized by the Marks; 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 the entire right, title and interest in and to the Marks, together with the good will of the business symbolized thereby and the registrations 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, the entire right, title and interest in and to the Marks, together with the good will of the business symbolized thereby, and the United States Trademark registrations therefor, as listed in the attached Schedule of Marks.

AHAVA FOOD CORP.

By:

  
Moise Banayan  
President

Date: 03/06/08

SCHEDULE OF TRADEMARKS

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
NEW SQUARE	1925643	10-10-1995
MORNING SELECT	1820739	2-8-1994
AHAVA	3038963	1-10-2006
OF GOLAN	2960129	6-7-2005
BEST MOOO	2795127	12-16-2003
ACHUZA	2283410	10-5-1999
THE HEIGHT OF GOOD TASTE	2404337	11-14-2000
YOU CAN'T CHOOSE A BETTER MILK	2159177	5-19-1998
SLIM U	2716873	5-20-2003
FRUIT YOGLICIOUS	3349275	12-4-2007
GIDEON	2721299	6-3-2003