

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
NUR Macroprinters Ltd.		02/29/2008	CORPORATION: ISRAEL
RECEIVING PARTY DATA			
Name:	Hewlett-Packard Development Company, L.P.		
Composed Of:	COMPOSED OF HPQ Holdings, LLC, a Delaware limited liability company		
Street Address:	20555 State Highway 249		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77070		
Entity Type:	LIMITED PARTNERSHIP: TEXAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2733636	NUR	
Registration Number:	2719600	FRESCO	
Registration Number:	3065204	EXPEDIO	
CORRESPONDENCE DATA			
Fax Number:	(650)813-3095		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	650.857.5144		
Email:	malia.abril@hp.com		
Correspondent Name:	Hewlett-Packard Company		
Address Line 1:	3000 Hanover Street, ms 1051		
Address Line 2:	Attention: Malia Abril		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
NAME OF SUBMITTER:	Malia Abril		
Signature:	/Malia Abril/		

TRADEMARK

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Date:

06/06/2008

Total Attachments: 5

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ASSIGNMENT OF TRADEMARKS

THIS INSTRUMENT is made as of February 29, 2008, by NUR Macroprinters Ltd., a company incorporated under the laws of the State of Israel ("Assignor") in favor of **Hewlett-Packard Development Company, L.P. a Texas limited Partnership** ("Assignee") with reference to the following facts:

A. Assignor is the owner of the registered trademarks and each registration and application therefor described on **Exhibit A**, attached hereto, as well as unregistered trademarks, service marks, trade names and slogans used in its Business (the "**Trademarks**");

B. Hewlett-Packard Company ("**Buyer**") and Assignor, entered into an Asset Purchase Agreement on December 9, 2007 (the "**Asset Purchase Agreement**"), pursuant to which Assignor is selling and transferring to Assignee certain Transferred Intellectual Property of Assignor; and

C. Assignor wishes to assign the Trademarks to Assignee and Assignee wishes to accept such assignment.

THEREFORE, the parties agree as follows:

1. Unless otherwise stated, the terms used in this Instrument have the meanings given to them in the Asset Purchase Agreement.
2. Assignment. In consideration for the representations, warranties, covenants, agreements and obligations undertaken by Buyer and Assignee under the Asset Purchase Agreement, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, all goodwill annexed to the Trademarks and the right to bring suit and recover damages for past infringement other than relating to the Excluded Assets and Excluded Liabilities.
3. Assignments. Each of the parties shall execute such further documents and other papers and perform such further acts as may be reasonably required or desirable to carry out such assignments.
4. Miscellaneous.
 - 4.1. This Instrument and the Asset Purchase Agreement (including the exhibits and schedules hereto and thereto) and the agreements, documents and instruments to be executed and delivered pursuant hereto or thereto are intended to embody the final, complete and exclusive agreement among the parties with respect to the Trademarks; are intended to supersede all prior agreements, understandings and representations written or oral, with respect thereto; and may not be contradicted by evidence of any such prior or contemporaneous agreement, understanding or representation, whether

written or oral.

- 4.2. No amendment of any provision of this Instrument shall be valid unless the same shall be in writing and signed by the Assignee, on the one hand, and the Assignor, on the other hand. No waiver by any party, whether intentional or not, of any default, misrepresentation, or breach of warranty or covenant hereunder, shall be deemed to extend to any prior or subsequent default, misrepresentation, or breach of warranty or covenant hereunder or affect in any way any rights arising by virtue of any prior or subsequent such occurrence. This Instrument may be executed in two or more counterparts (delivery of which may occur via facsimile), all of which shall constitute one and the same instrument. Each such copy shall be deemed an original, and it shall not be necessary in making proof of this instrument to produce or account for more than one such counterpart.
- 4.3. This Instrument shall be fully enforceable and effective as to the parties hereto as to its remaining provisions in the event any provision is held to be invalid, illegal or unenforceable. This Instrument is being executed by the parties hereto and shall be binding upon each of the parties hereto, and their respective successors and assigns, for the uses and purposes above set forth and referred to, and shall be effective as of the date hereof.
- 4.4. This Instrument shall be governed by and construed under the internal laws (and not the laws of conflict) of the State of Israel. This Instrument in the English language shall be the definitive and controlling text, notwithstanding any translation into another language.

- Signature Page to Follow -

INTENDING TO BE LEGALLY BOUND, the parties hereto have duly executed this Instrument as of the day and year first above written.

ASSIGNOR :

NUR Macroprinters Ltd.

By: DAVIS
Its: President and CEO

ASSIGNEE:

Hewlett-Packard Development
Company, L.P. a Texas limited
Partnership

By: _____
Its: _____

- Signature Page to Trademark Assignment -

INTENDING TO BE LEGALLY BOUND, the parties hereto have duly executed this Instrument as of the day and year first above written.

ASSIGNOR :

NUR Macroprinters Ltd.

By: _____

Its: _____

ASSIGNEE:

Hewlett-Packard Development
Company, L.P. a Texas limited
Partnership

By its general partner: HPQ Holdings,
LLC.

By: Paul T. Porviri

Its: MANAGER

- Signature Page to Trademark Assignment -

EXHIBIT A

TRADEMARKS

1. Fresco (EU – 001389089, US - 2719600).
2. NUR Fabrigraph (Israel – 152575, 152577, 152578).
3. Salsa (China – 1645734, Singapore – T00/06075Z).
4. Expedio (Israel – 173354, 173355, EU – 003960069, US - 3065204).
5. NUR (EU – 1251057, US - 2733636).