

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
SafePlace Limited Partnership		05/29/2008	LIMITED PARTNERSHIP: ISRAEL

RECEIVING PARTY DATA

Name:	SAFE PLACE LTD
Street Address:	Safe Place Ltd
City:	Kibbutz Harbor
State/Country:	ISRAEL
Entity Type:	LIMITED LIABILITY COMPANY: ISRAEL

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76598939	SAFEPLACE

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2128135900
 Email: vdoskow@fzlj.com
 Correspondent Name: SUSAN UPTON DOUGLASS
 Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
 Address Line 2: 866 UNITED NATIONS PLAZA
 Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	SAFP 0421462
-------------------------	--------------

DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:

CH \$40.00 76598939

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Susan Upton Douglass

Signature:

/vivian doskow/

Date:

06/10/2008

Total Attachments: 3

source=Assignment to Safe Place Ltd (F0299347)#page1.tif

source=Assignment to Safe Place Ltd (F0299347)#page2.tif

source=Assignment to Safe Place Ltd (F0299347)#page3.tif

ASSIGNMENT

WHEREAS, SafePlace Limited Partnership Omen Hatzor Cooperative, of Kibbutz Hatzor, Israel (hereinafter: **the Assignor**), is the proprietor of all of the right, title and interest in U.S. trademark application no. 76598939 for the mark SAFEPLACE in international 9 (hereinafter: **the Mark**) and all the rights in any ensuing registrations thereof, together with that part of the business and the goodwill relating to the Mark and symbolized thereby;

and

WHEREAS, Safe Place Ltd
of Kibbutz Hatzor, Israel

(hereinafter: **the Assignee**) is desirous of acquiring all right, title and interest in the Mark and all the rights in any ensuing registration thereof, together with that part of the business and the goodwill relating to the Mark and symbolized thereby.

Now therefore the Assignor does hereby transfer and assign to the Assignee all right, title and interest in the Mark, including the right to sue for past infringement, together with that part of the business and the goodwill relating to the Mark and symbolized thereby, and Assignor agrees to execute all necessary documents and do all necessary acts in further thereof.

סייף פלייס
שומחה מנג'רית
Assignor

By:

Title:

Moshe Cohen
Moshe Cohen

SAFE PLACE LTD.

Assignee

By:

Title: CEO

Signed this 29th day of May, 2008, at Tel-Aviv, Israel

MINISTRY OF JUSTICE



THE REGISTRAR OF COMPANIES

STATE OF ISRAEL
THE COMPANIES ACT, 5759-1999

CERTIFICATE OF INCORPORATION OF A COMPANY

This will certify that

SAFE PLACE LTD

has been incorporated and registered under the Companies Act as
a limited liability company

14/05/2008
9 Iyar 5768

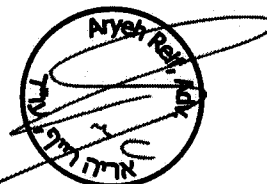
Company No. 514136779

[official stamp]

[signed]

Yehuda Katz, Adv.

On behalf of the Registrar of Companies



*I certify this to be a true translation of
the Hebrew original placed before me.*



מדינת ישראל
חוק החברות, התשנ"ט 1999-

תעודת התאגדות של חברה

זאת התעודה כי

סייף פלייס בע"מ
SAFE PLACE LTD

נתאגדה ונרשמה על פי חוק החברות כחברה בערבון מוגבל

14/05/2008
ט' אייר תשס"ח

מס' חברה 514136779

הודעה כן, עו"ד
רשם החברות

