

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 04/28/2008 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------------|----------|----------------|-----------------------|
| Einsteins Plumbing & Heating, Inc. | | 10/06/2008 | CORPORATION: NEW YORK |

RECEIVING PARTY DATA

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|-----------------|------------------------------------|
| Name: | The Hebrew University of Jerusalem |
| Street Address: | P.O. Box 34165 |
| City: | Jerusalem |
| State/Country: | ISRAEL |
| Postal Code: | 91341 |
| Entity Type: | CORPORATION: ISRAEL |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------------|---------|---|
| Registration Number: | 3466016 | E EINSTEIN'S PLUMBING AND HEATING, INC. |

CORRESPONDENCE DATA

Fax Number: (202)857-6395
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2028576000
 Email: walker.christina@arentfox.com
 Correspondent Name: Christina R. Walker
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 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

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|-------------------------|--------------|
| ATTORNEY DOCKET NUMBER: | 028000.00342 |
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DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:

CH \$40.00 3466016

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Anthony V. Lupo

Signature:

/Anthony V. Lupo/

Date:

10/07/2008

Total Attachments: 1

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NUNC PRO TUNC ASSIGNMENT

WHEREAS Einsteins Plumbing & Heating, Inc., a New York corporation located at 38 Blenheim Ro., Manalapan, NJ 07726 ("Assignor"), is the original owner of all right, title and interest in and to the trademark E EINSTEIN'S PLUMBING AND HEATING, INC. & Design, for which it has obtained Registration No. 3,466,016 in the United States Patent and Trademark Office;

WHEREAS The Hebrew University of Jerusalem, a corporation organized under the laws of Israel having an address of Givat Ram 34165, 91341 Jerusalem ("Assignee"), acquired all right, title and interest in and to said trademark, the registration thereof, together with the goodwill of the business associated with the trademark and the assets associated with the trademark as of April 28, 2008;

WHEREAS, the parties desire to ratify said assignment;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said trademark and the registration thereof, together with the goodwill of the business symbolized by the trademark nunc pro tunc as of April 28, 2008.

EINSTEINS PLUMBING & HEATING, INC.

Date: 10/6/08

By: Einsteins Plumbing Heating

Name: Joe Collins

Title: President

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