

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
JEWISH NATIONAL FUND (KEREN KAYEMETH LEISRAEL), INC.		02/10/2009	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	JNF-KKL IP HOLDING LLC
Street Address:	42 EAST 69TH STREET
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10021
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2677809	JNF
Registration Number:	2715431	JEWISH NATIONAL FUND
Registration Number:	3173809	JNF TRAVEL & TOURS
Serial Number:	77427459	BLUE BOX
Serial Number:	77427485	BLUE BOX BOB

CORRESPONDENCE DATA

Fax Number: (212)228-2730
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-673-8350
Email: docket@benjaminlawpc.com
Correspondent Name: AMY J. BENJAMIN
Address Line 1: 163 THIRD AVENUE
Address Line 2: SUITE 284
Address Line 4: NEW YORK, NEW YORK 10003

OP \$140.00 2677809

ATTORNEY DOCKET NUMBER:	JNF/KKL
NAME OF SUBMITTER:	Amy J. Benjamin
Signature:	/amy j. benjamin/
Date:	02/10/2009
Total Attachments: 1 source=EXECUTEDASSIGNMENT#page1.tif	

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WHEREAS, JEWISH NATIONAL FUND (KEREN KAYEMETH LEISRAEL), INC., a corporation organized and existing under and by virtue of the laws of New York and having a place of business at 42 East 69th Street, New York, New York 10021, herein below called "Assignor", owns and has used in its business the following trademarks and trademark registrations:

<u>MARK</u>	<u>REG. NO./SER.NO.</u>	<u>REG. DATE/FILING DATE</u>
JNF	2,677,809	January 21, 2003
JEWISH NATIONAL FUND	2,715,431	May 13, 2003
JNF TRAVEL & TOURS	3,173,809	November 21, 2006
BLUE BOX	77/427,459	March 20, 2008
BLUE BOX BOB	77/427,485	March 20, 2008

and

WHEREAS, JNF-KKL IP HOLDING LLC., a limited liability corporation organized and existing under and by virtue of the laws of the State of Delaware and having a place of business at 42 East 69th Street, New York, New York 10021, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademarks and trademark registrations and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademarks and trademark registrations and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

JEWISH NATIONAL FUND (Keren
Kayemeth LeIsrael), INC.

Dated:

2/10/09

By:

Name:

Title:

Harold Cal

CHIEF OPERATING OFFICER

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