

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/07/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Historical Society of Princeton		02/18/2009	non-profit: NEW JERSEY

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78410137	THE EINSTEIN COLLECTION

CORRESPONDENCE DATA

Fax Number: (202)857-6395
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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DOMESTIC REPRESENTATIVE

Name: Anthony V. Lupo
 Address Line 1: 1050 Connecticut Avenue, NW
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

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NAME OF SUBMITTER:	Christina R. Walker
Signature:	/Christina R. Walker/
Date:	03/05/2009
Total Attachments: 1 source=THE EINSTEIN COLLECTION - Trademark Assignment#page1.tif	

ASSIGNMENT

WHEREAS Historical Society of Princeton, a non-profit New Jersey corporation located at 158 Nassau Street, Princeton, New Jersey 08542 ("Assignor"), is the owner of all right, title and interest in and to the trademark THE EINSTEIN COLLECTION for which it applied for registration in the United States Patent and Trademark Office under pending application Serial No. 78/410,137;

WHEREAS The Hebrew University of Jerusalem, a corporation under the laws of Israel located at Givat Ram P.O. Box 34165, Jerusalem 91341, Israel ("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 January 7, 2009;

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, including the portion of Assignee's business to which the mark pertains, such business being ongoing and existing, together with the goodwill of the business symbolized by the trademark, and the above identified application thereof nunc pro tunc as of January 7, 2009.

HISTORICAL SOCIETY OF PRINCETON

Date: February 18, 2009

By: John H. Dumont

Name: John H. Dumont

Title: President

RPP/292515.1