

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Einstein Cosmetics LLC		06/02/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Hebrew University of Jerusalem		
Street Address:	Givat Ram		
Internal 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	
Serial Number:	78844895	EINSTEIN	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.857.6000		
Email:	hackler.ellen@arentfox.com		
Correspondent Name:	Randall Brater		
Address Line 1:	1050 Connecticut Ave., N.W.		
Address Line 2:	Arent Fox LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
DOMESTIC REPRESENTATIVE			
Name:	Randall Brater		
Address Line 1:	1050 Connecticut Ave., N.W.		

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Address Line 2: Arent Fox LLP

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:

Randall Brater

Signature:

/Randall Brater/

Date:

06/30/2009

Total Attachments: 2

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ASSIGNMENT

WHEREAS Einstein Cosmetics LLC, a California limited liability company, having a place of business at 41606 Date Street, Suite 201, Murrieta, CA 92562 (hereinafter "Assignor"), is the owner of all right, title, and interest in, under and to the trademark listed in Exhibit A attached hereto; and


WHEREAS Hebrew University of Jerusalem, an Israeli company, having a place of business at Givat Ram 34165, 91341 Jerusalem, Israel (hereinafter "Assignee"), is desirous of acquiring said trademark and the application thereof, along with the goodwill of the business pertaining thereto.

Now, therefore, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign to the said Assignee all right, title and interest in, under and to the said trademark, together with the goodwill of the business symbolized by the trademark, the right to bring suit and recover damages for past infringement, and the application thereof.

EINSTEIN COSMETICS LLC

Date: 06-02-09

By:



Benjamin A. Einstein
Manager

EXHIBIT A

<u>Trademark</u>	<u>U.S. Application Serial Number</u>	<u>Application Filing Date</u>
EINSTEIN	78/844,895	March 23, 2006