

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
B FREE WORLD LTD		01/02/2006	COMPANY: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TTY GENERAL TRADE LINES LIMITED		
<b>Street Address:</b>	19 RAMBAM STREET		
<b>Internal Address:</b>	POB 7085		
<b>City:</b>	JERUSALEM		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	91070		
<b>Entity Type:</b>	COMPANY: ISRAEL		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78534774	B FREE	
Serial Number:	78534787	B FREE	
Serial Number:	78534796	B FREE	
Serial Number:	78534862	BFREE	
Serial Number:	78534867	BFREE	
Serial Number:	78534870	BFREE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(972)357-3400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	blumgador@adlaw.co.il		
<b>Correspondent Name:</b>	DEBORAH GADOR		
<b>Address Line 1:</b>	POB 4133		
<b>Address Line 4:</b>	GANEI TIKVA, ISRAEL 55900		
<b>ATTORNEY DOCKET NUMBER:</b>	77/21		

OP \$165.00 78534774

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	DEBORAH GADOR
Signature:	/DG/
Date:	05/25/2010

Total Attachments: 1  
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**ASSIGNMENT**

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned:

**B FREE WORLD LTD  
2 Emmett Close  
Shenley, Herts WD7 9LG U.K.**

(hereinafter called the "assignor"), hereby sells, assigns and transfers to:

**TTY General Trade Lines Limited,  
19 Ramban Street, P.O. Box 7085,  
Jerusalem 91070, Israel**

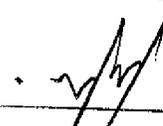
(hereinafter referred to as the "Assignee"), its successors, assigns, nominees or other legal representatives, for the inventions described and claimed in the following trademark applications/registrations:

**US Trademark Application's # 78/534,774 , #78/534,787, # 78/534,796,  
#78/534,862, #78/534, 867 & #78/534,870  
filed 17 December 2004;**

and in and to said Design Applications, and all original Designs granted therefor, and all divisions and continuations thereof and additions thereto, including the right to apply and obtain Designs or Patents in all other countries, the priority rights under International Conventions, and the Letters Patent and Registered Designs which may be granted thereon;

together with the right to sue for infringement thereof, both past and present.

Signed and sealed this 2nd day of January, 2006

  
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**B FREE WORLD LTD**

BERcovitch Amika  
Signed by: