

# 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															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Maryam Ghermezian</td> <td></td> <td>05/24/2010</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> <tr> <td>Allied Importers USA, Ltd.</td> <td></td> <td>05/24/2010</td> <td>CORPORATION: NEW YORK</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Maryam Ghermezian		05/24/2010	INDIVIDUAL: UNITED STATES	Allied Importers USA, Ltd.		05/24/2010	CORPORATION: NEW YORK
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Allied Importers USA, Ltd.		05/24/2010	CORPORATION: NEW YORK												
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PROPERTY NUMBERS Total: 1															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3363105</td> <td>ELLA VALLEY SELECT</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	3363105	ELLA VALLEY SELECT						
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CORRESPONDENCE DATA															
<p>Fax Number: (212)336-8001</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212-336-8050</p> <p>Email: ptodocket@arelaw.com</p> <p>Correspondent Name: Chester Rothstein, Esq.</p> <p>Address Line 1: Amster, Rothstein &amp; Ebenstein LLP</p> <p>Address Line 2: 90 Park Avenue</p> <p>Address Line 4: New York, NEW YORK 10016</p>															
ATTORNEY DOCKET NUMBER:	37217-0008														
DOMESTIC REPRESENTATIVE															
<p>Name:</p> <p>Address Line 1:</p> <p>Address Line 2:</p>															

CH \$40.00 3363105

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TRADEMARK  
 REEL: 004241 FRAME: 0486

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Chester Rothstein

Signature:

/Chester Rothstein/

Date:

07/13/2010

Total Attachments: 1

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**QUIT CLAIM ASSIGNMENT**

**THIS QUIT CLAIM ASSIGNMENT** is dated and effective as of May 24, 2010.

**WHEREAS**, (i) MARYAM GHERMEZIAN, an individual with an address at 4 Mirrielees Road, Great Neck, NY 11021; and (ii) ALLIED IMPORTERS USA, LTD. a corporation with an address at 11-43 47<sup>th</sup> Avenue, Long Island City, NY 11101 (collectively and/or individually "Assignor"), are the owner of certain right, title and interest in and to (i) the mark ELLA VALLEY SELECT; (ii) U.S. Trademark Registration No. 3,363,105 for ELLA VALLEY SELECT as applied to wine (the above mark and Registration, collectively and individually, the "Mark"); and (iii) all of its or their goodwill associated therewith; and


**WHEREAS**, ELLA VALLEY WINERIES (ADULAM) LTD., an Israeli limited liability company, having its principal office and at 1 Technology Park, Malcha (Manchat), Israel ("Assignee"), desires to acquire, on a quit claim basis, all of Assignor's rights, title and interest in and to the Mark and all of its or their goodwill associated therewith.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, on a quit claim basis, all of Assignor's right, title and interest in and to the Mark, together with all of its or their goodwill associated therewith.


**IN WITNESS WHEREOF**, the parties have caused this Assignment to be executed individually or by its duly authorized officers, effective as of the day and year above stated.

ALLIED IMPORTERS USA, LTD. (Assignor)

  
MARYAM GHERMEZIAN (Assignor)

By   
Name: ALISSE GHERMEZIAN  
Title: PRESIDENT

ELLA VALLEY WINERIES (ADULAM) LTD.  
(Assignee)

By   
Name: Danny Valero  
Title: CEO

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