

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Dead Sea Laboratories Ltd.		09/11/2007	CORPORATION: ISRAEL

RECEIVING PARTY DATA

Name:	AHAVA - DEAD SEA LABORATORIES LTD.
Street Address:	1st Arava Street
Internal Address:	P.O. Box 109
City:	Airport City
State/Country:	ISRAEL
Postal Code:	70150
Entity Type:	CORPORATION: ISRAEL

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	1790035	AHAVA
Registration Number:	2180048	MINERAL SKIN OSMOTER

CORRESPONDENCE DATA

Fax Number: (718)338-0602
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-810-2670
 Email: bodner@bfk.co.il
 Correspondent Name: Marc Phillip Bodner
 Address Line 1: 920 East 17th Street
 Address Line 2: Apt 116
 Address Line 4: Brooklyn, NEW YORK 11230

ATTORNEY DOCKET NUMBER: 001-083-0520

DOMESTIC REPRESENTATIVE

OP \$65.00 1790035

Name: Marc Phillip Bodner
Address Line 1: 920 East 17th Street
Address Line 2: APT 116
Address Line 4: Brooklyn, NEW YORK 11230

NAME OF SUBMITTER:	Marc Phillip Bodner
Signature:	/mpb/
Date:	08/30/2010
Total Attachments: 0	

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