

TRADEMARKS ONLY

Our Ref.: DJB-3971-14

Mail Stop Assignment Recordation Services

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

To the Commissioner for Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Societe Cooperative Vigneronne Des Grandes Caves
Richon-Le-Zion & Zichron Jacob Ltd.

Individual(s) Association
 General partnership Limited Partnership
 Corporation-State:
 Other: Cooperative Society of Israel

3. Nature of conveyance:

Assignment Merger
 Security Assignment Change of Name
 Other: _____

2. Name and address of receiving party(ies):
Name: Royal Wine Corporation

Internal Address: _____
Street Address: 63 North Hook Road

City: Bayonne
State/Country: New Jersey
Zip: 07002

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New York
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

Designations must be a separate document from Assignment)
Additional name/s & address/es attached Yes No

Execution Date: March 24, 2011

4. Application number(s) or registration number(s):
If this document is being filed together with a new application, the execution date of the application is: _____

A. Trademark Application No.(s)	B. Trademark Registration No.(s)
(1) _____	(1) <u>892181</u>
(2) _____	(2) _____
(3) _____	(3) _____

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Donna J. Bunton
Internal Address: _____
Street Address: Nixon & Vanderhye P.C.
901 North Glebe Road
11th Floor
City Arlington State: VA Zip: 22203

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)(8521; \$40) (8522; \$25)\$ 40.00
 Enclosed
 Authorized to be charged to deposit account #14-1140

8. The Commissioner is hereby authorized to charge any deficiency, or credit any overpayment, in the fee(s) filed, or asserted to be filed, or which should have been filed herewith (or with any paper thereafter filed in this application by this firm) to our **Account No. 14-1140**.

DO NOT USE THIS SPACE

9. Statements and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Donna J. Bunton *Donna J. Bunton* March 30, 2011
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document: 3

DJB:ew




CH \$40.00 141140 089218

ASSIGNMENT

WHEREAS, Société Cooperative Vigneronne Des Grandes Caves Richon-Le-Zion & Zichron Jacob Ltd, a Cooperative Society organized under the laws of the State of Israel, having an address of P.O. Box 2, Rishon LeZion 75100, Israel, (hereinafter "Assignor") has adopted, used and is the record owner of the trademark "SABRA" and U.S. registration 0892181 for said mark, registered June 2, 1970, and

WHEREAS, Royal Wine Corporation, a New York corporation, having a place of business at 63 North Hook Road, Bayonne, New Jersey 07002 (hereinafter "Assignee") is desirous of acquiring all of Assignor's rights, title and interest in and to the trademark "SABRA" and U.S. registration 0892181 for said mark, and the goodwill symbolized thereby, and is desirous of making of record said acquisition;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, all rights, title and interest in and to the trademark "SABRA" and U.S. registration 0892181 for said mark, and the goodwill symbolized thereby;

Assignor    Assignee

By: Mr Israel Ivzan Mr Ran Cohen

By: David Heffes

Title: Chairman CFO

Title: CEO President

Date: 20/3/2011

Date: March 24, 2011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Trademark Registration of:)	Atty. Ref. 3971-14
Royal Wine Corporation)	
Reg. No.: 892181)	
Dated: June 2, 1970)	
Mark: SABRA)	

DESIGNATION OF DOMESTIC REPRESENTATIVE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Sir:

Nixon & Vanderhye P.C., whose postal address is 901 North Glebe Road, 11th Floor, Arlington, Virginia 22203, and Donna J. Bunton are designated as Royal Wine Corporation's representatives on whom notices or processes in proceedings affecting the above-identified mark may be served.

Respectfully submitted,

Royal Wine Corporation

Date: March 30, 2011

By: Donna J. Bunton
Donna J. Bunton
Attorney for Registrant

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