

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			
Name	Formerly	Execution Date	Entity Type
Carmel Mizrahi Wineries, Ltd.		06/12/2011	CORPORATION: ISRAEL
RECEIVING PARTY DATA			
Name:	Societe Cooperative Vigneronne Des Grandes Caves Richon-Le-Zion & Zichron Jacob Ltd.		
Street Address:	P.O.B. 2		
City:	Richon-Le-Zion		
State/Country:	ISRAEL		
Postal Code:	75100		
Entity Type:	CORPORATION: ISRAEL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3052786	KING DAVID	
CORRESPONDENCE DATA			
Fax Number:	(617)646-8646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-646-8000		
Email:	drwtrademarks@wolfgreenfield.com		
Correspondent Name:	Douglas R. Wolf		
Address Line 1:	600 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02210		
ATTORNEY DOCKET NUMBER:	S1706.40000US00		
DOMESTIC REPRESENTATIVE			
Name:	Douglas R. Wolf		
Address Line 1:	600 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02210		

OP \$40.00 3052786

NAME OF SUBMITTER:	Douglas R. Wolf
Signature:	/drw/
Date:	06/13/2011
Total Attachments: 1 source=S1706.40000US00.ASSIGNMENT#page1.tif	

ASSIGNMENT

WHEREAS, Carmel Mizrahi Wineries, Ltd., a corporation of Israel, having an office and place of business at P.O.B. 2 Richon le Zion 75100 Israel, has adopted and used the following mark at common law and owns the trademark Registration:

SCHEDULE OF TRADEMARKS

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
KING DAVID	3,052,786	January 31, 2006

WHEREAS, Societe Cooperative Vigneronne Des Grandes Caves Richon-Le-Zion & Zichron Jacob Ltd., a corporation of Israel, having an office and place of business at P.O.B. 2 Richon le Zion 75100 Israel, is desirous of acquiring the mark and the registration therefor.

NOW, THEREFORE, for one Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Carmel Mizrahi Wineries, Ltd., assigns to Societe Cooperative Vigneronne Des Grandes Caves Richon-Le-Zion & Zichron Jacob Ltd., all its rights, title and interest in and to the mark and the registration therefor, together with the goodwill of the business symbolized by the mark and the registration therefor and including all rights to sue and recover for past infringement of the mark and the registration therefor.

Carmel Mizrahi Wineries, Ltd.

CARMEL MIZRAHI WINERIES LTD

12/6/11
Date

By: _____
Name: Mr Israel Ivzan Mr Ran Cohen
Title: Chairman CFO