

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
AGUDAT HAKORMIM HACOOPERATIVIT SHEL YEKVEI RICHON LE ZION V'ZICHRON YAAKOV B.M.		11/01/2011	CORPORATION: ISRAEL

RECEIVING PARTY DATA

Name:	SOCIETE COOPERATIVE VIGNERONNE DES GRANDES CAVES RICHON-LE-ZION & ZICHRON JACOB LTD.
Street Address:	P.O. Box 2
City:	Richon-Le-Zion 75100
State/Country:	ISRAEL
Entity Type:	CORPORATION: ISRAEL

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2955874	HANDCRAFTED WINES OF ISRAEL
Registration Number:	3046664	CARMEL WINERY
Registration Number:	2615336	
Registration Number:	1344911	
Registration Number:	1299819	THREE SEVENS 777
Registration Number:	1341347	CHATEAU RICHON
Registration Number:	1284521	KADMON
Registration Number:	1362300	CARMEL
Registration Number:	0735454	ALMOG

CORRESPONDENCE DATA

Fax Number: (617)646-8646
 Phone: 617-646-8000

900206121

**TRADEMARK
 REEL: 004653 FRAME: 0080**

CH \$240.00 2955874

Email: drwtrademarks@wolfgreenfield.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Douglas R. Wolf, Wolf Greenfield

Address Line 1: 600 Atlantic Avenue

Address Line 4: Boston, MASSACHUSETTS 02210-2206

ATTORNEY DOCKET NUMBER:

S1706.40000US00

DOMESTIC REPRESENTATIVE

Name: Douglas R. Wolf, Wolf Greenfield

Address Line 1: 600 Atlantic Avenue

Address Line 4: Boston, MASSACHUSETTS 02210-2206

NAME OF SUBMITTER:

Douglas R. Wolf

Signature:

/drw/

Date:

11/02/2011

Total Attachments: 1

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NO DOCUMENTATION REQUIRED FOR TRADEMARK
CHANGE OF NAME.