

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																																						
NATURE OF CONVEYANCE:	CHANGE OF NAME																																						
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>THE PURPLE EAGLE MANAGEMENT & INVESTMENTS 2006 LTD</td> <td></td> <td>06/13/2011</td> <td>CORPORATION: ISRAEL</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	THE PURPLE EAGLE MANAGEMENT & INVESTMENTS 2006 LTD		06/13/2011	CORPORATION: ISRAEL																												
Name	Formerly	Execution Date	Entity Type																																				
THE PURPLE EAGLE MANAGEMENT & INVESTMENTS 2006 LTD		06/13/2011	CORPORATION: ISRAEL																																				
RECEIVING PARTY DATA																																							
<table border="1"> <tr> <td>Name:</td> <td>MIPSO LTD</td> </tr> <tr> <td>Street Address:</td> <td>13 Hartum Street</td> </tr> <tr> <td>City:</td> <td>Jerusalem</td> </tr> <tr> <td>State/Country:</td> <td>ISRAEL</td> </tr> <tr> <td>Postal Code:</td> <td>97775</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: ISRAEL</td> </tr> </table>				Name:	MIPSO LTD	Street Address:	13 Hartum Street	City:	Jerusalem	State/Country:	ISRAEL	Postal Code:	97775	Entity Type:	CORPORATION: ISRAEL																								
Name:	MIPSO LTD																																						
Street Address:	13 Hartum Street																																						
City:	Jerusalem																																						
State/Country:	ISRAEL																																						
Postal Code:	97775																																						
Entity Type:	CORPORATION: ISRAEL																																						
PROPERTY NUMBERS Total: 11																																							
<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>3805000</td> <td>PERSONAL SHOP</td> </tr> <tr> <td>Registration Number:</td> <td>3841485</td> <td>PERSONAL SHOP</td> </tr> <tr> <td>Registration Number:</td> <td>3789260</td> <td>MYSHAPE</td> </tr> <tr> <td>Registration Number:</td> <td>3237218</td> <td>MYSHAPE</td> </tr> <tr> <td>Registration Number:</td> <td>3286274</td> <td>MYSHAPE</td> </tr> <tr> <td>Registration Number:</td> <td>3443098</td> <td>MYSHAPE</td> </tr> <tr> <td>Registration Number:</td> <td>3750798</td> <td>MYSHAPE</td> </tr> <tr> <td>Registration Number:</td> <td>3753378</td> <td>MYSHAPE</td> </tr> <tr> <td>Registration Number:</td> <td>3428696</td> <td>MYSHAPE.COM</td> </tr> <tr> <td>Registration Number:</td> <td>3750813</td> <td>SHAPEMATCH</td> </tr> <tr> <td>Registration Number:</td> <td>3283005</td> <td>SHAPEMATCH</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	3805000	PERSONAL SHOP	Registration Number:	3841485	PERSONAL SHOP	Registration Number:	3789260	MYSHAPE	Registration Number:	3237218	MYSHAPE	Registration Number:	3286274	MYSHAPE	Registration Number:	3443098	MYSHAPE	Registration Number:	3750798	MYSHAPE	Registration Number:	3753378	MYSHAPE	Registration Number:	3428696	MYSHAPE.COM	Registration Number:	3750813	SHAPEMATCH	Registration Number:	3283005	SHAPEMATCH
Property Type	Number	Word Mark																																					
Registration Number:	3805000	PERSONAL SHOP																																					
Registration Number:	3841485	PERSONAL SHOP																																					
Registration Number:	3789260	MYSHAPE																																					
Registration Number:	3237218	MYSHAPE																																					
Registration Number:	3286274	MYSHAPE																																					
Registration Number:	3443098	MYSHAPE																																					
Registration Number:	3750798	MYSHAPE																																					
Registration Number:	3753378	MYSHAPE																																					
Registration Number:	3428696	MYSHAPE.COM																																					
Registration Number:	3750813	SHAPEMATCH																																					
Registration Number:	3283005	SHAPEMATCH																																					
CORRESPONDENCE DATA																																							

OP \$290.00 3805000

Fax Number: (888)813-3735

Email: mail@entis-ip.com

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

Correspondent Name: A.C. Entis-IP Ltd.

Address Line 1: Raoul Wallenberg 6

Address Line 4: Tel Aviv, ISRAEL 69719

ATTORNEY DOCKET NUMBER:

C065-A200-IPMNG

DOMESTIC REPRESENTATIVE

Name: Larry Goldstein

Address Line 1: 398 Maplewood Road

Address Line 2: Kuperschmit, Goldstein & Co.

Address Line 4: Huntington Station, NEW YORK 11746

NAME OF SUBMITTER:

Jenny Assis

Signature:

/JA/

Date:

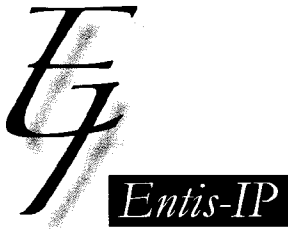
02/19/2012

Total Attachments: 3

source=CHNG-NAME-MIPSO-FEB2012#page1.tif

source=CHNG-NAME-MIPSO-FEB2012#page2.tif

source=CHNG-NAME-MIPSO-FEB2012#page3.tif



Allan C. Entis PhD
Intellectual Property Ltd

CERTIFICATION OF TRANSLATION

I hereby certify that I am fluent in both the Hebrew and English languages and capable of translating documents from one into the other of these languages.

The attached document is a true and accurate English translation to the best of my knowledge and belief of the Certificate of Name Change issued on 13 June 2011 by the Registrar of Companies in Israel for MIPSO LTD.

Signature: 
Allan C. Entis

U.S. Patent Agent
Reg. No. 52,866

Dated: 16 February 2012

Ministry of Justice

Registrar of Companies

State of Israel
Companies Act-1999

Certificate of Name Change

I hereby confirm that on the basis of a decision and in accordance with Section 31 (B) of the Companies Act-1999 the company having Hebrew name

“הנשר הסגול ניהול והשקעות 2006 בע"מ” and the English name

“PURPLE EAGLE MANAGEMENT AND INVESTMENTS 2006 LTD.”

Changed its name, and henceforth will be called by the Hebrew name of

“מיפסו בע"מ” and the English name

“MIPSO LTD.”

Authorized by my signature in Jerusalem

(Hebrew Date)

13 June 2011

Company Registration No. 513859504

Assi Malko, Adv.
For Registrar of Companies

רשם החברות

משרד המשפטים



מדינת ישראל
חוק החברות התשנ"ט - 1999

תעודת שינוי שם של חברה

הנני מאשר בזה כי על סמך החלטה ובהתאם לסעיף 31 (ב) לחוק
החברות התשנ"ט - 1999 שינתה החברה

הנשר הסגול ניהול והשקעות 2006 בע"מ

THE PURPLE EAGLE MANAGEMENT & INVESTMENTS
2006 LTD

את שמה ומענה תקרא בשם

מיפסו בע"מ

MIPSO LTD

ניתן בחתימת ידי בירושלים

י"א סיון תשע"א

13/06/2011

מס' חברה 513859504


אסי מולקו, מנהל
ברשם החברות