

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
Yes To Ltd		12/31/2011	Private Limited Company:

RECEIVING PARTY DATA

Name:	Yes To Inc.
Street Address:	655 4th Street, 2nd Floor
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94107
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	4061850	YES TO BABY CARROTS
Registration Number:	4096418	YES TO CARROTS
Registration Number:	3787775	YES TO CUCUMBERS
Registration Number:	3787773	YES TO CUCUMBERS
Registration Number:	3783161	YES TO EGGPLANTS
Registration Number:	3783160	YES TO EGGPLANTS
Registration Number:	3717304	YES TO POMEGRANATES
Registration Number:	3717303	YES TO POMEGRANATES
Registration Number:	3787774	YES TO TOMATOES
Registration Number:	3787772	YES TO TOMATOES
Serial Number:	77176739	YES TO

CORRESPONDENCE DATA

Fax Number: (415)693-2222
 Phone: 415 693 2122

Email: rsingh@cooley.com

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

Correspondent Name: Gavin L. Charlston

Address Line 1: 777 6th Street NW, Suite 1100

Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER:	310201-20000
NAME OF SUBMITTER:	Gavin L. Charlston, Attorney of record
Signature:	/GLC/
Date:	03/22/2012
Total Attachments: 1 source=assignment - Yes to#page1.tif	

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, **YES TO LTD.**, an Israeli private limited company with a principal address of Nehama Street 9, Tel Aviv 68115, Israel (the "**Assignor**") has adopted, used, and/or intends to use, and is the owner of the trademarks set forth in Attachment A and the corresponding trademark applications and registrations throughout the world (collectively, the "**Trademarks**");

WHEREAS, **YES TO INC.**, a Delaware corporation with a principal address of 655 4th Street, 2nd Floor, San Francisco, California 94107, United States of America (the "**Assignee**") desires to acquire the Trademarks and all goodwill associated therewith, together with that portion of the Assignor's ongoing and existing business to which the Trademarks pertain; and

WHEREAS, this Trademark Assignment Agreement is entered into as of December 31, 2011 (the "**Effective Date**").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee all of its right, title, and interest, in the United States and throughout the world, in and to the Trademarks (specifically including the trademark applications and registrations set forth in Attachment A), together with the goodwill of the business symbolized by the Trademarks and any registration or application therefor.

YES TO LTD.

By: 

Name: Jon Chen

Date: 3/18/2012

YES TO INC.

By: 

Name: Jon Chen

Date: 3/18/2012