

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Keren Kayemeth Leisrael		04/02/2012	COMPANY: ISRAEL
<b>RECEIVING PARTY DATA</b>			
Name:	JNF-KKL IP Holding LLC		
Street Address:	42 East 69th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10021		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
Property Type	Number	Word Mark	
Registration Number:	3787512	KKL	
Registration Number:	3784844	KKL-PLANT A TREE IN ISRAEL	
Registration Number:	3787513	KKL CHARITABLE TRUST	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(310)282-2200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310-282-2000 x2108		
Email:	krogers@loeb.com		
Correspondent Name:	David W. Grace		
Address Line 1:	10100 Santa Monica Boulevard		
Address Line 2:	c/o Loeb & Loeb LLP, Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	213478-10003		
NAME OF SUBMITTER:	David W. Grace		

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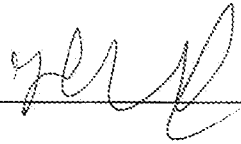
Signature:	/David W. Grace/
Date:	04/05/2012
Total Attachments: 1 source=KKL Assignment 20120402#page1.tif	

TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Keren Kayemeth Leisrael, an Israel private company, whose address is 1 Keren Kayemeth Leisrael Street, Jerusalem Israel 91702 ("Assignor"), hereby sells, assigns, and transfers to JNF-KKL IP Holding LLC, a Delaware limited liability company, whose address is 42 East 69<sup>th</sup> Street, New York, New York 10021 ("Assignee"), its entire right, title, and interest, whether statutory or at common law, in and to the United States of America trademarks listed in Exhibit A (the "Marks"), together with the goodwill of the business symbolized by the Marks, and the corresponding registrations and applications to register the Marks listed on Exhibit A.

IN WITNESS WHEREOF, this Assignment is effective as of the 2d day of April 2012.

KEREN KAYEMETH LEISRAEL

By: 

Name: Yehudit Pasternak

Title: Acting General Counsel

EXHIBIT A

REGISTRATION NO.	MARK
3787512	KKL
3784844	KKL-PLANT A TREE IN ISRAEL
3787513	KKL CHARITABLE TRUST