

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																											
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<p>Fax Number: 2126589718 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 212-673-8350 Email: docket@benjaminlawpc.com Correspondent Name: AMY J BENJAMIN Address Line 1: 111 EAST 14TH STREET Address Line 2: SUITE 469 Address Line 4: NEW YORK, NEW YORK 10003</p>																											
ATTORNEY DOCKET NUMBER:	KEREN KAYEMETH LEISRAEL																										
NAME OF SUBMITTER:	AMY J BENJAMIN																										

Signature:	/amy j benjamin/
Date:	08/08/2012
Total Attachments: 1 source=EXECUTED ASSIGNMENT TO IP HOLDINGS#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, JEWISH NATIONAL FUND (KEREN KAYEMETH LEISRAEL), INC., a corporation organized and existing under and by virtue of the laws of New York and having a place of business at 42 East 69th Street, New York, New York 10021, herein below called "Assignor", owns and has used in its business the following trademark and trademark registration:

<u>MARK</u>	<u>REG. NO./SER.NO.</u>	<u>REG. DATE/FILING DATE</u>
KEREN KAYEMETH LEISRAEL	3,652,802	July 7, 2009

and

WHEREAS, JNF-KKL IP HOLDING LLC., a limited liability corporation organized and existing under and by virtue of the laws of the State of Delaware and having a place of business at 42 East 69th Street, New York, New York 10021, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademarks and trademark registrations and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, that as of November 25, 2008, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademark and trademark registration and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

JEWISH NATIONAL FUND (Keren
Kayemeth Leisrael), INC.

Dated: June 24, 2009

By: 

Name: R. Isaac

Title: Secretary

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