

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
CHESED DIRECT HOLDINGS LIMITED		05/18/2012	COMPANY: MALTA
RECEIVING PARTY DATA			
Name:	CHESED DIRECT GLOBAL LIMITED		
Street Address:	1 Bowring Road		
Internal Address:	Commerce House		
City:	Ramsey		
State/Country:	ISLE OF MAN		
Entity Type:	COMPANY: ISLE OF MAN		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3386402	THINK & LOSE	
Registration Number:	3210470	NICOTINE NO MORE	
Registration Number:	3477474	THIN & SLIM ENERGIZER	
Registration Number:	4096607	BEAUTY CUPS	
Registration Number:	4116328	CROSSOVER ABS	
Serial Number:	85168004	FISH PLATE	
Serial Number:	77893305	LOVERS ALWAYS	
Serial Number:	77893035	RECESSION CURES	
Serial Number:	77052980	MAGICPREP	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	alewin@israel-patents.co.il		

OP \$240.00 3386402

Correspondent Name: JMB Davis Ben-David
Address Line 1: 1 Hamarpe Street
Address Line 2: P.O.Box 45087
Address Line 4: Jerusalem, ISRAEL

ATTORNEY DOCKET NUMBER: 3014/971

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER: Michael D. Hammer

Signature: /Michael D. Hammer/

Date: 12/27/2012

Total Attachments: 3
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CONFIRMATION OF ASSIGNMENT OF TRADEMARKS

This Confirmation of Assignment of Trademarks is made and entered into as of 18 May 2012, by and between Chesed Direct Holdings Limited, a Malta company whose principal business address is Commerce House, 1 Bowring Road, Ramsey, Isle of Man IM8 2LQ ("**Holdings**") and Chesed Direct Global Limited, an Isle of Man company whose principal business address is Commerce House, 1 Bowring Road, Ramsey, Isle of Man IM8 2LQ ("**Global**"). Holdings and Global are collectively referred to herein as the "**Parties**".

WHEREAS, the Parties entered into a Bill of Sale and Assignment and Assumption Agreement (the "Bill of Sale"), effective as of 18 May 2012, according to which Holdings sold and assigned to Global all of its right, title and interest in and to various properties as set forth in the several exhibits to the Bill of Sale; and

WHEREAS, among the properties sold to Global under the Bill of Sale are registered trademarks and pending trademark applications in various countries of the world, as set forth in Exhibit C to the Bill of Sale; and

WHEREAS, the Parties are interested in recording Global as the owner of these properties in the intellectual property offices of the various countries where these properties are registered; and

WHEREAS, to facilitate and effectuate such recording, the Parties have agreed to execute this document confirming the assignment of the properties to Global;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

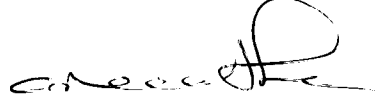
1. Confirmation of Assignment of Trademarks. Holdings hereby confirms that it has sold, transferred and assigned to Global all of Holdings right, title and interest in and to the registered trademarks and pending trademark applications set forth in Exhibit A hereto, including the goodwill associated therewith (the "Trademarks").

2. **Recording of Assignment of Trademarks.** Holdings hereby authorizes Global to take such steps as are necessary to record the assignment of the Trademarks to Global in the registers of the intellectual property offices of the various countries in which the Trademarks are registered. To the extent necessary under any applicable law, Holdings hereby authorizes Global to sign any documents on its behalf so as to effectuate the recordal of Global as the proprietor of the Trademarks.

3. **No Amendment to Bill of Sale.** The Parties declare that this document is being executed so as to perfect the provisions of the Bill of Sale with respect to the Trademarks, and nothing contained herein shall be construed as an amendment to any of the provisions of the Bill of Sale all of which remain in full force and effect.

IN WITNESS WHEREOF, this document has been executed by an authorized signatory of each of the Parties.

CHESED DIRECT HOLDINGS LIMITED

By: 
Name: CLIVE NEEDHAM
Title: DIRECTOR

CHESED ~~DIRECT~~ GLOBAL LIMITED


By: 
Name: ROBERT BARTON (ON BEHALF OF PARK LIMITED)
Title: DIRECTOR

EXHIBIT A

<u>Country</u>	<u>Mark</u>	<u>Serial Number</u>	<u>Registration Number</u>
United States	THINK & LOSE	78689145	3386402
United States	NICOTINE NO MORE	78703604	3210470
United States	THIN & SLIM ENERGIZER	77129516	3477474
United States	BEAUTY CUPS	77893300	4096607
United States	CROSSOVER ABS	77794126	4116328
United States	FISH PLATE	85168004	
United States	LOVERS ALWAYS	77893305	
United States	RECESSION CURES	77893035	
United States	MAGICPREP	77052980	
Canada	CROSSOVER ABS	1467876	
European Community	CROSSOVER ABS	008850448	008850448
Argentina	CROSSOVER ABS	2.975.975	2.407.930
Brazil	CROSSOVER ABS	902.294.482	
Chile	CROSSOVER ABS	893.810	
South Africa	CROSSOVER ABS	2010/01927	2010/01927
China	CROSSOVER ABS	8039803	8039803
Taiwan	CROSSOVER ABS	099005032	01442024
India	CROSSOVER ABS	1915355	1915355