

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
Royal Wine Corporation		10/30/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Carmeil Zvi - Segal Bros. Ltd.		
Street Address:	Kibbutz Hulda, P.O. Box 159		
City:	D.N. Sorek		
State/Country:	ISRAEL		
Postal Code:	76842		
Entity Type:	LIMITED LIABILITY COMPANY: ISRAEL		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2847374	BEN AMI	
Registration Number:	4142681	SEGAL'S	
CORRESPONDENCE DATA			
Fax Number:	2123020295		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2128408300		
Email:	h.natter@natter-natter.com		
Correspondent Name:	Howard Natter		
Address Line 1:	501 Fifth Avenue, Suite 808		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	13-6897-T, 13-6898-T		
DOMESTIC REPRESENTATIVE			
Name:	Natter & Natter		
Address Line 1:	501 Fifth Avenue, Suite 808		

OP \$65.00 2847374

Address Line 4: New York, NEW YORK 10017

NAME OF SUBMITTER:

Howard Natter

Signature:

/Howard Natter/

Date:

11/20/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This trademark assignment (the "Assignment") is by and between **Royal Wine Corporation**, a New York corporation (the "Assignor"), and **Carmei Zvi - Segal's Bros. Ltd.**, an Israeli limited liability company having an office at: Kibbutz Hulda, P.O.B. 159, D.N. Sorek 76842, Israel (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations as set forth below:

BEN AMI (Reg. No. 2,847,374), and
SEGAL'S (Reg. No. 4,142,681);

(the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for one Dollar (\$1.00) and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee its entire right, title, and interest in and to the Trademarks in the United States, together with the goodwill of the business associated with and symbolized by the Trademarks, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.


Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office to record the transfer of the registrations set forth above to Assignee.

IN WITNESS WHEREOF, the said Assignor and Assignee have hereunto set their respective hand and seal by a duly authorized officer this 30 day of October 2013.

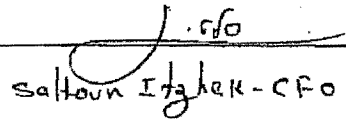
Royal Wine Corporation, Assignor

Carnei Zvi - Segal Bros. Ltd., Assignee

By:


David Heizog, S.E.O.
Sheldon Ginsberg CFO

By:


Saltoun Itzhak - CFO

Sheldon Ginsberg, CFO

Itzhak Saltoun, CFO