

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315254

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Taga Design and Development Ltd.		08/12/2014	COMPANY: ISRAEL
RECEIVING PARTY DATA			
Name:	Taga Bikes Ltd.		
Street Address:	16 Beit Hillel St.		
City:	Tel Aviv		
State/Country:	ISRAEL		
Postal Code:	67017		
Entity Type:	COMPANY: ISRAEL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3915475	TAGA	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	303-740-5771		
Email:	jessica@jessicastonelevy.com		
Correspondent Name:	Jessica Stone Levy		
Address Line 1:	4950 S. Yosemite St., F2-341		
Address Line 4:	Greenwood Village, COLORADO 80111		
ATTORNEY DOCKET NUMBER:	TAGA		
NAME OF SUBMITTER:	Jessica Stone Levy		
SIGNATURE:	/Jessica Stone Levy/		
DATE SIGNED:	08/27/2014		
Total Attachments: 2			
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OP \$40.00 3915475

ASSIGNMENT OF US TRADEMARK REGISTRATION

No.: 3915475 for "TAGA";

THIS ASSIGNMENT is made the 13 day of August 2014

BY AND BETWEEN

- (1) **TAGA DESIGN AND DEVELOPMENT LTD.** (an Israeli Company, Company No. 51-366104-1), of 28 Beit Hillel St., Tel-Aviv, 67017, Israel, (hereinafter referred to as "**THE ASSIGNOR**"), and
- (2) **TAGA BIKES LTD.** (an Israeli Company, Company No. 51-477361-3), of 16 Beit Hillel St., Tel-Aviv, 67017, Israel (hereinafter referred to as "**THE ASSIGNEE**");

WHEREAS

- (A) **THE ASSIGNOR AND THE ASSIGNEE** signed an Asset Purchase Agreement which entered into force on 22 April 2012 (hereinafter: "**THE AGREEMENT**"); and
- (B) **THE ASSIGNOR** is the proprietor of United States Trademark Registration Number 3915475 for "**TAGA**" for: "**TAGA**" (hereinafter referred to as "**THE TRADEMARK**"); and

WHEREAS

- (C) **THE ASSIGNOR** has agreed with **THE ASSIGNEE** to the assignment to **THE ASSIGNEE** of **THE TRADEMARK** in accordance with **THE AGREEMENT** and the whole of the goodwill of the business in relation to the goods for which **THE TRADEMARK** is used and

WHEREAS

- (D) To the best of knowledge and belief of both the **ASSIGNOR** and the **ASSIGNEE**, the assignment of **THE TRADEMARK** is not likely to cause consumer confusion.

NOW IN CONSIDERATION of good and valuable consideration paid by **THE ASSIGNEE** to **THE ASSIGNOR** (the receipt of which **THE ASSIGNOR** hereby acknowledges) **THE ASSIGNOR**, as beneficial owner, hereby assigns unto **THE ASSIGNEE** all the property, right, title and interest in and to **THE TRADEMARK**, together with the goodwill associated therewith, to hold exclusively unto **THE ASSIGNEE**.

[Continued in Page 2]

IN FURTHERANCE of the Assignment THE ASSIGNOR will at the request and the cost of THE ASSIGNEE render all reasonable assistance to THE ASSIGNEE and will execute all such further documents or forms as may be necessary or required for securing and completing full right and title of THE TRADEMARK in favour of THE ASSIGNEE.

SIGNED by the said

SIGNED by the said

By: **TAGA DESIGN AND DEVELOPMENT LTD.**

By: **TAGA BIKES LTD.**

Name: Hagai Bevsak

Name: Hagai Barak

Position: General Manager

Position: General Manager

ASSIGNOR

ASSIGNEE

תגה עיצוב ופיתוח בע"מ
513661041 .נ.ס.

תגה בייקס בע"מ
TAGA BIKES LTD
514773613 .נ.ס.