

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM398995

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Clixie Ltd		09/15/2016	Company: ISRAEL
RECEIVING PARTY DATA			
Name:	ZO.Hold Limited		
Street Address:	22/F, Euro Trade Center 21-23 Des Voeux Road		
City:	Hong Kong		
State/Country:	HONG KONG		
Entity Type:	private company: HONG KONG		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3894890	ZOARA	
Registration Number:	3874753	ZOARA ENGAGING DIAMONDS & JEWELRY	
CORRESPONDENCE DATA			
Fax Number:	2129537201		
<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:	2124159200		
Email:	ny.trademark@dorsey.com		
Correspondent Name:	Sandra Edelman, Dorsey & Whitney LLP		
Address Line 1:	51 West 52nd Street		
Address Line 4:	New York, NEW YORK 10019-6119		
DOMESTIC REPRESENTATIVE			
Name:	Sandra Edelman		
Address Line 1:	51 West 52nd Street		
Address Line 4:	New York, NEW YORK 10019-6119		
NAME OF SUBMITTER:	Sandra Edelman		
SIGNATURE:	/se/		
DATE SIGNED:	09/19/2016		
Total Attachments: 1			
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OP \$65.00 3894890

U.S. TRADEMARK ASSIGNMENT

This Assignment is made between Clixie Ltd, a company incorporated under the laws of the State of Israel, with its principal place of business at Dvora Hanevia 121, Tel Aviv, Israel ("Assignor"); and ZO.Hold Limited, a private company incorporated under the laws of Hong Kong, with its registered office at 22/F, Euro Trade Centre 21-23 Des Voeux Road, Hong Kong ("Assignee").

WHEREAS, Assignor owns the following trademarks and corresponding U.S. registrations therefor: ZOARA and ZOARA ENGAGING DIAMONDS & JEWELRY (and design), U.S. Reg. Nos. 3,894,890; and 3,874,753 (collectively, the "Marks"); and

WHEREAS, Assignor and Assignee are parties to an Asset Purchase Agreement signed and executed as of May 18, 2016, in which Assignor has assigned and Assignee has acquired certain Proprietary Rights, including the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably assigns, transfers, grants and conveys to Assignee all rights, title and interest in and to the Marks, and the corresponding U.S. registrations therefor, together with the goodwill appurtenant thereto, any and all common law rights therein, and the right to sue for and to recover damages and profits for third-party infringements of the Marks, if any.

This Assignment is made effective as of May 18, 2016.

Date: 15/09/2016

CLIXIE LTD

By: Jonathan Ben Anat

Name:
Title: CEO

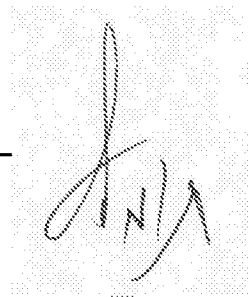


Date: _____

ZO.HOLD LIMITED

By: _____

Name:
Title:



Digitally signed by
Tomer Tzach 2
DN: cn=Tomer Tzach
2, o=Zoara.com,
ou=Zoara.com,
email=tomert@zoara.
com, c=HK
Date: 2016.09.15
17:45:15 +03'00'