

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM423357

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
L&F Enterprises, Inc.		03/20/2017	Corporation: IDAHO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Hebrew University of Jerusalem		
<b>Street Address:</b>	Givat Ram 34165		
<b>City:</b>	Jerusalem		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	91341		
<b>Entity Type:</b>	Company: ISRAEL		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86915492	EINSTEIN'S OILERY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028576395		
<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>			
<b>Phone:</b>	(202) 857-6000		
<b>Email:</b>	cathy.obrien@arentfox.com		
<b>Correspondent Name:</b>	Anthony V. Lupo		
<b>Address Line 1:</b>	1717 K Street, NW		
<b>Address Line 2:</b>	Arent Fox LLP		
<b>Address Line 4:</b>	Washington, D.C. 20006-5344		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Anthony V. Lupo		
<b>Address Line 1:</b>	1717 K Street, NW		
<b>Address Line 2:</b>	Arent Fox LLP		
<b>Address Line 4:</b>	Washington, D.C. 20006-5344		
<b>NAME OF SUBMITTER:</b>	Luna M. Samman		
<b>SIGNATURE:</b>	/luna m. samman/		
<b>DATE SIGNED:</b>	04/11/2017		

OP \$40.00 86915492

**Total Attachments: 1**

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**SCHEDULE C**

**Assignment**


WHEREAS, L&F Enterprises, Inc. ("Assignor"), an Idaho corporation located at 1210 E Fairview Avenue, Meridian, Idaho, 83642, United States, has applied for the trademark EINSTEIN'S OILERY & Design, which was filed on February 22, 2016 and assigned U.S. Trademark Application No. 86915492 ("the Mark");

WHEREAS, The Hebrew University of Jerusalem, a company duly incorporated and organized under the laws of Israel having an address of Givat Ram 34165, 91341 Jerusalem ("Assignee"), is desirous of acquiring all right, title and interest in and to the Mark, and the application thereof, together with the goodwill of the business associated with the Mark, as the successor in interest to that portion of Assignor's ongoing and existing business to which the Mark pertains;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Mark, and the application thereof, together with the goodwill of the business symbolized by the Mark.

L&F ENTERPRISES, INC.

Date: 3/20/17

By: 

Name: Stephen Taylor

Title: President