

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM430877

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mr. Shmariahu Harel		06/06/2017	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Hahevre Hayoter Tovim Ltd.		
Street Address:	8 Tushia Street		
City:	Tel Aviv		
State/Country:	ISRAEL		
Postal Code:	6721808		
Entity Type:	Company: ISRAEL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4959152	MIZNON	
CORRESPONDENCE DATA			
Fax Number:	2483583351		
<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:	2483584400		
Email:	trademarks@brookskushman.com		
Correspondent Name:	Robyn S. Lederman		
Address Line 1:	1000 Town Center, 22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075		
NAME OF SUBMITTER:	Robyn S. Lederman		
SIGNATURE:	/rlederman/		
DATE SIGNED:	06/12/2017		
Total Attachments: 1			
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CH \$40.00 4959152

TRADEMARK ASSIGNMENT

This Trademark Assignment is made effective as of this 06 day of 06, 2017, by and between **Mr. Shmariahu Harel**, a United States citizen who resides in Brooklyn, New York ("Assignor"), and **Hahevre Hayoter Tovim Ltd.**, a company organized under the laws of the State of Israel ("Assignee").

WHEREAS, Assignor, having an address of 360 New York Avenue, Brooklyn, New York, 11213, is the owner of U. S. Trademark Registration No. 4959152 for **MIZNON**, covering "food services, namely, restaurants, cafes, espresso bars, catering, and providing food and drink" in International Class 43 (the "Mark").

WHEREAS, Assignee, having its principal place of business at 8 Tushia Street, Tel Aviv, Israel 6721808, is desirous of acquiring all right, title and interest in and to said Mark.

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said Mark, together with the goodwill of the business symbolized by said Mark and any registrations or future registrations thereof.

MR. SHMARIAHU HAREL

Assignor

By: S. Harel