

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM641018

<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>
Jewish National Fund (Keren Kayemeth Lelsrael), Inc.		04/20/2021	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jewish National Fund-USA, Inc.		
<b>Street Address:</b>	42 East 69th Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10021		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4271326	POSITIVELY ISRAEL	
<b>Registration Number:</b>	2504130	EZ TREE	
<b>Registration Number:</b>	2629088	ECO-ZIONISM	
<b>Registration Number:</b>	2494291	TREE OF LIFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2126589718		
<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>	2126738350		
<b>Email:</b>	amy@benjaminlawpc.com		
<b>Correspondent Name:</b>	Amy Benjamin		
<b>Address Line 1:</b>	111 East 14th Street		
<b>Address Line 2:</b>	Suite 469		
<b>Address Line 4:</b>	New York, NEW YORK 10003		
<b>NAME OF SUBMITTER:</b>	Amy J Benjamin		
<b>SIGNATURE:</b>	/amy j benjamin/		
<b>DATE SIGNED:</b>	04/21/2021		
<b>Total Attachments: 2</b>			
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OP \$115.00 4271326



**TRADEMARK ASSIGNMENT**

WHEREAS, JEWISH NATIONAL FUND (KEREN KAYEMETH LEISRAEL), INC., a corporation organized and existing under and by virtue of the laws of New York and having a place of business at 42 East 69<sup>th</sup> Street, New York, New York 10021, herein below called "Assignor", owns, and has used in its business the trademarks and trademark registrations attached hereto at Schedule A;


and

WHEREAS, JEWISH NATIONAL FUND-USA, INC., a corporation organized and existing under and by virtue of the laws of the State of Delaware and having a place of business at 42 East 69<sup>th</sup> Street, New York, New York 10021, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademarks and trademark registrations and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademarks and trademark registrations and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

**JEWISH NATIONAL FUND (Keren  
Kayemeth LeIsrael), INC.**

Dated: April 20, 2021

By:   
Name: MITZEL ROSENZWEIG  
Title: CHIEF FINANCIAL OFFICER

SCHEDULE A

TRADEMARK	REGISTRATION NO.
POSITIVELY ISRAEL & DESIGN	4271326
EZ TREE	2504130
ECO-ZIONISM	2629088
TREE OF LIFE	2494291