

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM747827

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900699008		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KENOVER MARKETING CORP.		04/27/2018	Corporation: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KENOVER MARKETING CORP.		
<b>Street Address:</b>	72 New Hook Rd.		
<b>City:</b>	Bayonne		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07002		
<b>Entity Type:</b>	Corporation: NEW JERSEY		
<b>Name:</b>	Rushdi Food Industries Ltd.		
<b>Street Address:</b>	Alon-Tavor Industrial Zone		
<b>City:</b>	Afula		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	181100		
<b>Entity Type:</b>	Corporation: ISRAEL		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5445356	TAHINIBAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6462187665		
<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>	6462187605		
<b>Email:</b>	nfriedma@hodgsonruss.com		
<b>Correspondent Name:</b>	Neil B Friedman		
<b>Address Line 1:</b>	605 Third Avenue, Suite 2300		
<b>Address Line 4:</b>	New York, NEW YORK 10158		
<b>NAME OF SUBMITTER:</b>	Caitlin P. Canahai		
<b>SIGNATURE:</b>	/caitlin p. canahai/		

<b>DATE SIGNED:</b>	08/11/2022
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**Total Attachments: 3**

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## ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (this "*Assignment*"), is made as of April 27, 2018 (the "*Effective Date*"), nunc pro tunc, by and between Rushdi Food Industries Ltd., a corporation incorporated under the laws of Israel, with a place of business at Alon-Tavor Industrial Zone, Afula, Israel 181100 ("*Rushdi*"), and Kenover Marketing Corp, a corporation incorporated under the laws of the State of New Jersey, with a place of business at, 72 New Hook Rd. Bayonne, New Jersey 07002 ("*Kenover*", and collectively with Rushdi, the "*Parties*").

WHEREAS, Kenover desires to transfer and assign all of Kenover's right, title and interest in and to the following: (i) Kenover's trademark, service mark, and registration, and the goodwill associated with the mark listed on Exhibit A, and (ii) and the right to sue for past, present and future infringement, dilution and damages therefor (all as presently existing or hereafter arising or acquired after the Effective Date (collectively, the "*Trademark Rights*").

WHEREAS, pursuant to the Parties' JV Agreement dated April 27, 2018 (the "JV Agreement"), nunc pro tunc, Rushdi has requested that Kenover execute an assignment suitable for recording that evidences the Parties' joint ownership of the Trademark Rights as the successor-in-interest to Kenover individually;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is agreed as follows:

1. Kenover hereby assigns and transfers all of Kenover's right, title, and interest in the Trademark Rights and the associated goodwill related thereto to Kenover and Rushdi jointly, such that Kenover and Rushdi each owns a 50% interest in the Trademark Rights. All rights and privileges associated with the Trademark Rights, including the right to sue for and recover all damages from any past or future infringements or other violations of the Trademark Rights, after the Effective Date, will be held and enjoyed equally by Kenover and Rushdi.

2. The Parties hereto agree that, at any time and from time to time upon the written request of the other party, each party will execute and deliver such further documents and do such further acts and things as may be reasonably requested by the other party in order to effect the purposes of this agreement. Should there be any discrepancy as between this Assignment and the Parties' JV Agreement, the JV Agreement shall control.

3. This Assignment may be executed in multiple counterparts, each of which will be deemed an original, but all of which taken together will constitute one and the same instrument. The Parties authorize one another to detach and combine original signature pages and consolidate them into a single identical original, and any one of such completely executed counterparts will be sufficient proof of this Assignment. Any photographic, photocopy, or similar reproduction copy of this Assignment, or any PDF file of this Assignment, or any copy of this Assignment sent by facsimile transmission, in each case with all signatures reproduced on one or more sets of signature pages, will be considered for all purposes as if it were a manually-executed counterpart of this Assignment.


4. The term "including" and its variants do not imply any limitation.

5. This Assignment shall pertain to the United States, its territories and possessions.

IN WITNESS WHEREOF, Rushdi and Kenover have executed this Assignment of Trademark as of the Effective Date above.

Rushdi Food Industries Ltd.

Rushdi Food Industries LTD

By:  VAT-511040800

Name: Amotz Bachar

Title: CEO

Kenover Marketing Corp.

By: 

Name: ILAN RON

Title: President

**EXHIBIT A**

	<b>Serial Number</b>	<b>Reg. Number</b>	<b>Mark</b>
1	87660501	5445356	TAHINIBAR