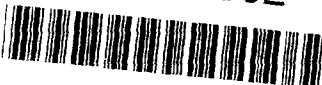


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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): JUBA BEVERAGES CORPORATION 2.7.02

- Individual(s) Association General Partnership Limited Partnership Corporation-State Washington Other

Additional name(s) of conveying party(ies) attached? Yes No

- Nature of conveyance: Assignment Merger Security Agreement Change of Name Other

Execution Date: December 12, 2001

2. Name and address of receiving party(ies) CITRUS MARKETING BOARD OF ISRAEL

Internal Address: P.O. Box 80 50250 Beit Dagan Street Address: City: State: Israel Zip:

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Israel Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s): A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2009953

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Lanning G. Bryer

Internal Address: Street Address: Ladas and Parry 26 West 61st Street

City: New York State: NY Zip: 10023

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00 Enclosed Authorized to be charged to deposit account

8. Deposit account number: (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lanning G. Bryer Name of Person Signing

Signature

1/11/02 Date

Total number of pages including cover sheet, attachments, and document 4

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

02/14/2002 LMUELLER 01000053 2009953

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EXHIBIT A

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, JUBA BEVERAGES CORPORATION, a corporation organized under the laws of the State of Washington, United States of America, located at 701 Fifth Avenue, Suite 5000, Seattle, Washington 98104-7078, United States of America, [hereinafter called the ASSIGNOR] has adopted and used the following Trademark registered in the United States Patent and Trademark Office:

JAFFA

NO. 2009953

Dated: October 22, 1996

AND WHEREAS, CITRUS MARKETING BOARD OF ISRAEL, a corporation organized and existing under the laws of Israel, with a mailing address at P.O. Box 80, 50250 Beit Dagan, Israel, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

NOW, THEREFORE, BE IT KNOWN that for and in consideration of U.S. \$2,500.00 the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, whatever right, title and interest (if any) the ASSIGNOR may have in and to the trademark (including any and all common law rights) together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 14th day of December 2001.

JUBA BEVERAGES CORPORATION

[Corporate Seal]

By G. Scott Greenburg
[Title] Secretary/Director

C O R P O R A T E A C K N O W L E D G M E N T

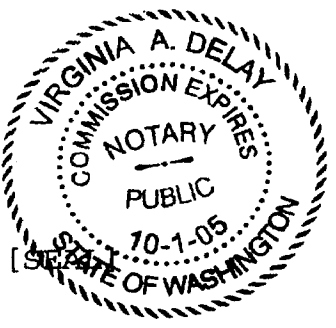
[See over for Notarial Acknowledgment]

TRADEMARK
REEL: 002443 FRAME: 0807

UNITED STATES OF AMERICA]
STATE OF Washington]
COUNTY OF King]

SS:

On this 12th day of December 2001, before me personally appeared G. Scott Greenburg to me known, who, being by me duly sworn, did depose and say that he/she is the *corporate secretary and member of the Board of Directors* of the corporation described in and which executed the foregoing instrument; that he/she knows ~~the seal of~~ said corporation; that the said ~~seal~~ *corporation has no* affixed to said instrument is such corporate seal; that ~~it was so affixed~~ *the execution by G. Scott Greenburg was approved* by order of the Board of Directors of said corporation and that he/she signed his/her name thereto by like order.



Virginia A. Delay

Notary Public
My Commission Expires 10/1/05