

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Naftali Lobl		10/13/2004
RECEIVING PARTY DATA		
Name:	Zip - Zop Manufacturing & Marketing Ltd.	
Street Address:	34 Levy Eshkol Street	
City:	Tel Aviv	
State/Country:	ISRAEL	
Postal Code:	69361	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	10463909	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Correspondent Name:	Eitan Pearl Latzer & Cohen Zedek LLP	
Address Line 1:	10 Rockefeller Plaza	
Address Line 2:	Suite 1001	
Address Line 4:	New York, NEW YORK 10020	
NAME OF SUBMITTER:	Robert Williams	
Total Attachments: 2		
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PATENT  
REEL: 015241 FRAME: 0894

**ASSIGNMENT**

In consideration of One Dollar (\$1.00), and other good and valuable considerations, the Receipt of which is hereby acknowledged, I the undersigned, LOBL, Naftali residing at 39 Chad Nes Street, Ramat Gan, Israel

Hereby sell, assign and transfer to Zip – Pop Manufacturing & Marketing Ltd, an Israeli company located at 34 Levy Eshkol Street. Tel Aviv 69361, Israel, its successors, assigns and legal representatives, the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed in the application for United States Patent U.S. Serial No. 10/463,909 filed June 18, 2003 and is entitled

**A LOLLIPOP STICK, A LOLLIPOP CONTAINER AND A METHOD OF LOLLIPOP  
SALE**

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions;

Authorize and request the Commissioner of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions or any of them disclosed in said application;

Agree that said Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and

purpose of this assignment, the under-signed or the undersigned's executors or administrators will, for the United States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

**COVENANT** with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Witness: <u>Michal Khen</u>	[Signature]	<u>Naftali LOBL</u>	[Inventor's Signature]
<u>Michal Khen</u>	[Name]	<u>LOBL, Naftali</u>	
<u>2 Ramban St. Ramat-Hasharon</u>	[Address]		
<u>13 10 2004</u>	[Date]		
[day / month / year]			