

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Yves BEHAR</td> <td>07/30/2012</td> </tr> <tr> <td>Gabriel Joshua LAMB</td> <td>07/31/2012</td> </tr> </tbody> </table>		Name	Execution Date	Yves BEHAR	07/30/2012	Gabriel Joshua LAMB	07/31/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>SodaStream Industries Ltd</td> </tr> <tr> <td>Street Address:</td> <td>P.O. Box 280</td> </tr> <tr> <td>City:</td> <td>Air Port City</td> </tr> <tr> <td>State/Country:</td> <td>ISRAEL</td> </tr> <tr> <td>Postal Code:</td> <td>70100</td> </tr> </table>		Name:	SodaStream Industries Ltd	Street Address:	P.O. Box 280	City:	Air Port City	State/Country:	ISRAEL	Postal Code:	70100
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CORRESPONDENCE DATA											
Fax Number: 6468780801 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 646-878-0800 Email: USPTO@pczlaw.com Correspondent Name: Pearl Cohen Zedek Latzer, LLP Address Line 1: 1500 Broadway Address Line 2: 12th Floor Address Line 4: New York, NEW YORK 10036											
ATTORNEY DOCKET NUMBER:	D-0954-US										
NAME OF SUBMITTER:	Avital Barlev										
Total Attachments: 3 source=D-0954-US-SIGEND-ASSIGN-15AUG12#page1.tif source=D-0954-US-SIGEND-ASSIGN-15AUG12#page2.tif source=D-0954-US-SIGEND-ASSIGN-15AUG12#page3.tif											

CH \$40.00 29429664

ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the Receipt of which is hereby acknowledged, we, the undersigned, Yves BEHAR, residing at 2529 Vallejo St., San Francisco, CA 94123, USA, and Gabriel Joshua LAMB, of 1128 Rhinette Avenue, Burlingame, CA 94010, USA,

HEREBY sell, assign and transfer to SodaStream Industries Ltd., located at P.O. Box 280, Air Port City 70100, Israel, its successors, assigns and legal representatives (hereinafter, the "Assignee"), 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 Design Patent U.S. Serial No. (29/429,664) filed (August 15, 2012) and being entitled:

DOMESTIC SODA-WATER PREPARING DEVICE

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. 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; and including the Assignor's right in and to all revenue, income, royalties, damages and payments now or hereafter due or payable with respect to any Letters Patent which may be granted, and in and to all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment. I hereby authorize and request the attorney of record of the firm Pearl Cohen Zedek Latzer, LLP, 1500 Broadway, 12th Floor, New York, New York 10036, to insert in the parentheses above, the filing date and US Serial No. of said application when known;

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 Patent on said inventions or any of them disclosed in said application;

AGREE that said Assignee may apply for and receive foreign Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign 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,

the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56, which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

APPLICATION NO.	FILING DATE (DAY/MONTH/YEAR)	STATUS - PATENTED, PENDING, ABANDONED
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Please address all correspondence regarding this application to:
Customer Number 49443

PEARL COHEN ZEDEK LATZER, LLP
1500 BROADWAY, 12TH FLOOR
NEW YORK, NEW YORK 10036

Direct all telephone calls to (646) 878-0800 and all facsimiles to (646) 878-0801.

I hereby appoint practitioners associated with **Customer Number 49443** as my attorney(s) and agent(s) with full power of substitution and revocation to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

FULL NAME OF INVENTOR: **Yves BEHAR**

FULL RESIDENCE ADDRESS: **2529 Vallejo St., San Francisco, CA 94123, USA**

FULL POST OFFICE ADDRESS: **same**

COUNTRY OF CITIZENSHIP: **Switzerland**

SIGNATURE OF INVENTOR

DATE 30 / 7 / 12
(day / month / year)

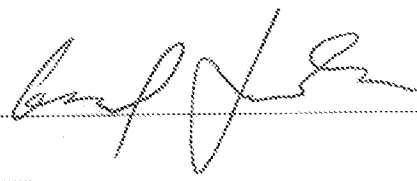
FULL NAME OF INVENTOR: Gabriel Joshua LAMB

FULL RESIDENCE ADDRESS: 1128 Rhinette Avenue, Burlingame, CA 94010, USA

FULL POST OFFICE ADDRESS: same

COUNTRY OF CITIZENSHIP: US

SIGNATURE OF INVENTOR



DATE 31 7 2012
(day / month / year)