

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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): STENS CORPORATION. Includes checkboxes for Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, and Other.

2. Name and address of receiving party(ies): THE HEBREW UNIVERSITY OF JERUSALEM. Includes fields for Name, Internal Address, Street Address, City, State, Zip, and checkboxes for citizenship and partnership types.

3. Nature of conveyance: Includes checkboxes for Assignment, Merger, Security Agreement, Change of Name, and Other. Execution Date: 2/2/02.

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 75/287979. B. Trademark Registration No.(s). Includes checkboxes for additional numbers attached.

6. Total number of applications and registrations involved: 1. Includes checkboxes for Enclosed and Authorized to be charged to deposit account.

5. Name and address of party to whom correspondence concerning document should be mailed: Lanning G. Bryer. Includes fields for Name, Internal Address, Street Address, City, State, and Zip.

7. Total fee (37 CFR 3.41): \$ 40.00. 8. Deposit account number: 12-0425.

DO NOT USE THIS SPACE

9. Signature. Lanning G. Bryer. Includes fields for Name of Person Signing, Signature, and Date.

Total number of pages including cover sheet, attachments, and document: 6. Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

IN THE MATTER OF

Trademark **EINSTEIN**

Application No.: 75/287979

Filed: May 7, 1997

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Ladas & Parry, whose postal address is 26 West 61st Street, New York, New York 10023, United States of America, is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

STEPHEN A. GOLDSMITH

ALLAN S. PILSON

IAN JAY KAUFMAN

ROBERT ALPERT

DANIEL F. ZENDEL

LANNING G. BRYER

JOSEPH J. VILLAPOL

GEORGIA N. GOUNARIS

MARY A. MOY

members of the Bar of the State of New York, c/o Ladas & Parry, 26 West 61st Street, New York, New York 10023, United States of America, to transact all business in the Patent Office in connection with the subject application and registration which will issue thereon.

THE HEBREW UNIVERSITY OF JERUSALEM

By  *Duly Authorized Agent*
(Title)

December 5, 2002
(Date)

UNITED STATES OF AMERICAA S S I G N M E N T

WHEREAS, STENS CORPORATION, a corporation organized under the laws of the State of Indiana, United States of America, located at 255 South Clay Street, Jasper, Indiana 47547-0490, United States of America, [hereinafter called the ASSIGNOR] has filed an application, now assigned, serial number 75/287,979 for the mark EINSTEIN based on an intention to use. The Applicant has since used the marks and has filed an allegation of use under Section 1(c) or 1(d) of the Trademark Act in the above identified application;


AND WHEREAS, THE HEBREW UNIVERSITY OF JERUSALEM, an educational institution organized and existing under the laws of Israel, at Givat Ram, P.O. Box 34165, Jerusalem 91341, Israel [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademark application and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, 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, all right, title and interest in and to the said trademark and the application for the registration of the trademarks, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to the said ASSIGNEE.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 2 day of FEB, 2002.

[Corporate Seal]

By: 
(Title)

[See over for Notarial Acknowledgment]

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

UNITED STATES OF AMERICA]
]
STATE OF] SS:
]
COUNTY OF]

On this 2 day of February, before me personally appeared Peter Ariens to me known, who, being by me duly sworn, did depose and say that he/she is the President of the corporation described in and which executed the foregoing instrument; that he/she knows the seal of said corporation; that the said seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation and that he/she signed his/her name thereto by like order.

[SEAL]

[See over for Notarial Acknowledgment]

Beverly Schmidt
Notary Public
Beverly J. Schmidt
Commission Expires
08-31-06