900272464 11/20/2013

TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Royal Wine Corporation		10/30/2013	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Carmei Zvi - Segal Bros. Ltd.	
Street Address:	Kibbutz Hulda, P.O. Box 159	
City:	D.N. Sorek	
State/Country:	ISRAEL	
Postal Code:	76842	
Entity Type:	LIMITED LIABILITY COMPANY: ISRAEL	

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2847374	BEN AMI
Registration Number:	4142681	SEGAL'S

CORRESPONDENCE DATA

Fax Number: 2123020295

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Phone: 2128408300

Email: h.natter@natter-natter.com

Correspondent Name: Howard Natter

Address Line 1: 501 Fifth Avenue, Suite 808
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: 13-6897-T, 13-6898-T

DOMESTIC REPRESENTATIVE

900272464

Name: Natter & Natter

Address Line 1: 501 Fifth Avenue, Suite 808

TRADEMARK REEL: 005158 FRAME: 0049 OP \$65.00 2847374

Address Line 4: New York, NEW YORK 10017			
NAME OF SUBMITTER:	Howard Natter		
Signature:	/Howard Natter/		
Date:	11/20/2013		
Total Attachments: 2 source=signed assignment 112013#page1.tif source=signed assignment 112013#page2.tif			

TRADEMARK REEL: 005158 FRAME: 0050

TRADEMARK ASSIGNMENT

This trademark assignment (the "Assignment") is by and between Royal Wine Corporation, a New York corporation (the "Assignor"), and Carmei Zvi - Segal's Bros. Ltd., an Israeli limited liability company having an office at: Kibbutz Hulda, P.O.B. 159, D.N. Sorek 76842, Israel (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations as set forth below:

BEN AMI (Reg. No. 2,847,374), and **SEGAL'S** (Reg. No. 4,142,681);

(the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for one Dollar (\$1.00) and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee its entire right, title, and interest in and to the Trademarks in the United States, together with the goodwill of the business associated with and symbolized by the Trademarks, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office to record the transfer of the registrations set forth above to Assignee.

IN WITNESS WHEREOF, the said Assignor and Assignee have hereunto set their respective hand and seal by a duly authorized officer this 30 day of October 2013.

Royal Wine Corporation, Assignor

Carmei Zvi - Segal Bros. Ltd., Assignee

Bavid Helzog, S.E.O.

Sheldon Ginsberg, CFO

Itzhak Saltoun, CFO