

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Itzhak Siman-Tov		10/30/2006	INDIVIDUAL: ISRAEL
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lili Diamonds		
<b>Composed Of:</b>	COMPOSED OF Jacob Siman-Tov, Itzhak Siman-Tov, and Avraham Siman-Tov, all citizens of Israel		
<b>Street Address:</b>	1 Jabotinsky St.		
<b>Internal Address:</b>	The Diamond Exchange-Maccabi Building		
<b>City:</b>	Ramat Gan		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	52520		
<b>Entity Type:</b>	PARTNERSHIP: ISRAEL		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2199569	LILY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(202) 638-6666		
<b>Email:</b>	trademark@jhip.com, rpierce@jhip.com, jholman@jhip.com		
<b>Correspondent Name:</b>	John Clarke Holman		
<b>Address Line 1:</b>	400 7th St., NW		
<b>Address Line 2:</b>	Jacobson Holman PLLC		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	T25928US0		

OP \$40.00 2199569

DOMESTIC REPRESENTATIVE

**900061566**

**TRADEMARK  
 REEL: 003419 FRAME: 0869**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

John Clarke Holman

Signature:

/John Clarke Holman/

Date:

11/01/2006

Total Attachments: 2

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**ASSIGNMENT**

**WHEREAS**, Itzhak Siman-Tov (Assignor), a citizen of Israel, located and doing business at The Diamond Exchange-Maccabi Building, 1 Jabotinsky Street, Ramat Gan 52520, Israel, is the owner of the following trademark used in commerce in the United States and U.S. registration therefor:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
LILY	Reg. No. 2,199,669	October 27, 1998

(hereinafter referred to an "Assignor's Mark"); and

**WHEREAS**, Lili Diamonds (Assignee), an Israel partnership composed of Jacob Siman-Tov, Itzhak Siman-Tov, and Avraham Siman-Tov, all citizens of Israel, located and doing business at The Diamond Exchange-Maccabi Building, 1 Jabotinsky Street, Ramat Gan 52520, Israel, is desirous of acquiring Assignor's Mark which pertains thereto;

**NOW, THEREFOR**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee, the entire right, title and interest in and to Assignor's Mark and any and all U.S. Registration as set forth herein, together with the whole of the goodwill of the business pertaining thereto, the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, at common law and/or to the end of the term or terms for which registration of the Assignor's Mark may be granted or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made;

together with all claims for damages by reason of past infringement of the Assignor's Mark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be assigned and its seal affixed, by its duly authorized officer, this 31 day of October, 2006.

Itzhak Siman-Tov, Owner

By:                     י'ג'מ'ט'                    

I.D.: JCH/RSP

JCH-5/01-480