

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Tal CHALOZIN	08/11/2010
Izhak Zvi NETTER	08/11/2010
RECEIVING PARTY DATA	
Name:	INNOVID INC.
Street Address:	520 Broadway 10th FL
City:	New York
State/Country:	NEW YORK
Postal Code:	10012
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12867075
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	5401/2.2.1
NAME OF SUBMITTER:	Daniel Schatz
Total Attachments: 3 source=ASSIGNMENTandSTATEMENT#page1.tif source=ASSIGNMENTandSTATEMENT#page2.tif source=ASSIGNMENTandSTATEMENT#page3.tif	

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PATENT
REEL: 024820 FRAME: 0185

ASSIGNMENT OF PATENT APPLICATION

Whereas we, **Tal CHALOZIN** and **Izhak Zvi NETTER**, citizens of Israel (hereinafter: the "Assignors") are the inventors of a certain invention entitled **INSERTING INTERACTIVE OBJECTS INTO VIDEO CONTENT** (hereinafter: the "Invention"), desire to transfer the entire right, title and interest in and to (1) the Invention, (2) any and all patent applications filed on the invention in any country or jurisdiction worldwide, including but not limited to: (1) a United States Provisional Patent Application No.: 61/065,703 filed February 12, 2009; (2) a PCT Application No. PCT/IL2009/000167; filed on 12 February 2009 (3) a United States Patent Application filed herewith (hereinafter: the "Patent Applications"); and, (4) to any and all patents which may be granted on the Patent Application in any country or jurisdiction worldwide (hereinafter: the "Patents"):

And whereas **INNOVID INC.**, a corporation organized under and existing by virtue of the laws of the State of New York, and having a place of business at **520 Broadway 10th FL, New York, NY 10012, USA** (hereinafter: the "Assignee") is desirous of acquiring the entire right, title and interest in and to the Invention, the Patent Applications and the Patents;

Now, therefore, in consideration of the sum of one dollar (\$1.00), and other good and valuable consideration the receipt of which is hereby acknowledged, the Assignors, by these presents, do hereby sell, assign and transfer unto the Assignee the entire right, title and interest in and to (1) the Invention; (2) the Patent Applications; (3) the Patents; (4) any and all divisional, continuation, continuation-in-part, substitute, and reissue applications for Letters Patent resulting from any of the Patent Applications including all priority rights under an International Convention (hereinafter: the "Related Applications").

The Assignors agree that, when requested, without charge to but at the expense of the Assignee, the Assignor's successors, assigns and legal representatives, in order to carry out in good faith the intent and purpose of this assignment, shall apply for and execute all original, divisional, continuing, continuing-in-part, substitute or reissue patent applications for the Invention; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to the Assignee, its successors, assigns, and representatives, all facts known to the Assignors relating to the Invention and/or any Patent Applications and/or any Patents and/or any Related Applications; and generally do everything possible which the Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for the Invention and for

vesting title in and to the invention and in and to any and all applications for patents thereon in the Assignee, its successors, assigns and legal representatives.

The Assignors hereby request and authorize the United States Patent and Trademark Office and any and all official patent authorities worldwide, to issue Letters Patent on the Patent Applications, and Letters Patent on any and all Related Applications, to the Assignee as the assignee of the entire right, title, and interest in and to the same, for the Assignee's sole use and benefit, and for the use and benefit of the Assignee's legal representatives, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by the Assignors had this assignment and sale not been made.

Executed by us on the below indicated beside our signature.

Tal CHALOZIN (Citizen of Israel)
520 Broadway 10th FL.
New York, NY 10012
United States

Signature:



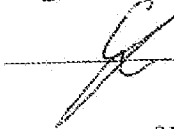
Date:

8/11/2010

Witness Name:

Guy Meiri

Signature of Witness:



Date:

8/11/2010

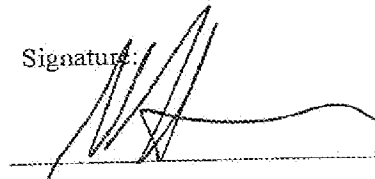
Witness Name:

Signature of Witness:

Date:

Izhak Zvi NETTER (Citizen of Israel)
43 Poalei Harakevet St.
Givaataim
ISRAEL

Signature:



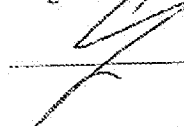
Date:

8/11/2010

Witness Name:

Guy Meiri

Signature of Witness:



Date:

8/11/2010

Witness Name:

Signature of Witness:

Date:

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Under the Paperwork Reduction Act of 1995, no person is required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: INNOVID INC.Application No./Patent No.: TBA Filed/Issue Date: TBAEntitled: INSERTING INTERACTIVE OBJECTS INTO VIDEO CONTENT

INNOVID INC. a CORPORATION
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest
(The extent (by percentage) of its ownership interest is _____ %)

In the patent application/patent identified above by virtue of either:

A ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

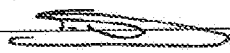
1. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
3. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

 _____
Signature

Tal Chalezin
Printed or Typed Name

CTO and Co-Founder
Title

8/11/2010
Date

646-205-0405
Telephone Number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete the form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2

PATENT**RECORDED: 08/11/2010****REEL: 024820 FRAME: 0188**