

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>Michael Friedmann</td> <td>06/10/2012</td> </tr> <tr> <td>David Ben-Shimon</td> <td>06/12/2012</td> </tr> <tr> <td>Lior Rokach</td> <td>06/12/2012</td> </tr> </tbody> </table>		Name	Execution Date	Michael Friedmann	06/10/2012	David Ben-Shimon	06/12/2012	Lior Rokach	06/12/2012		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>YooChoose GmbH</td> </tr> <tr> <td>Street Address:</td> <td>Im Madiapark 8</td> </tr> <tr> <td>City:</td> <td>Koln</td> </tr> <tr> <td>State/Country:</td> <td>GERMANY</td> </tr> <tr> <td>Postal Code:</td> <td>50670</td> </tr> </table>		Name:	YooChoose GmbH	Street Address:	Im Madiapark 8	City:	Koln	State/Country:	GERMANY	Postal Code:	50670
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PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13453040</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13453040						
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Application Number:	13453040										
CORRESPONDENCE DATA											
<p>Fax Number: (704)444-1111 Phone: 704-444-1000 Email: patent-mail@alston.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Patrick L. Kartes Address Line 1: 101 S. Tryon Street, Suite 4000 Address Line 2: Alston & Bird LLP Address Line 4: Charlotte, NORTH CAROLINA 28280-4000</p>											
ATTORNEY DOCKET NUMBER:	040990/418541										
NAME OF SUBMITTER:	Patrick L. Kartes										
<p>Total Attachments: 4 source=ASSIGN418541#page1.tif source=ASSIGN418541#page2.tif source=ASSIGN418541#page3.tif source=ASSIGN418541#page4.tif</p>											

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Attorney Docket No. 040990/418541

Client Ref. No. 28260/US/11

ASSIGNMENT - WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor has sold and assigned, and by these presents hereby sells and assigns, unto

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50670 Koln, ~~Germany~~
Germany

PK 7/10/12

its successors and assigns, the entire right, title and interest, so far as concerns the United States and the Territories and Possessions thereof and all foreign countries in and to the invention in **"METHOD AND SYSTEM FOR RECOMMENDING GEO-TAGGED ITEMS"** as set forth in this United States Patent Application

- ☐ executed concurrently herewith
- ☐ executed on
- ☒ Application No. 13/453,040; filed April 23, 2012.
- ☒ Application claims priority from Israeli Patent Application No. 212502, filed April 26, 2011.

said application for United States Letters Patent, including all divisional, renewal, substitute, continuation, nonprovisionals, continuation-in-parts, and Convention applications based in whole or in part upon said inventions or upon said applications, and any and all Letters Patent and reissues, reexaminations, and extensions of Letters Patent granted for said inventions or upon said applications and every priority right that is or may be predicated upon or arise from said inventions, said applications, and said Letters Patent; said Assignee being hereby authorized to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of said Assignee or otherwise as said Assignee may deem advisable, under the International Convention or otherwise; the Commissioner of Patents and Trademarks of the United States of America being hereby authorized to issue or transfer all said Letters Patent to said Assignee in accordance herewith; this assignment being under covenant, not only that full power to make the same is had by the undersigned, but also that such assigned right is not encumbered by any grant, license, or other right theretofore given, and that the undersigned will do all acts reasonably serving to ensure that the said inventions, patent applications and Letters Patent shall be held and enjoyed by said Assignee as fully and entirely as the same could have been held and enjoyed by the undersigned if this assignment had not been made, and particularly to execute and deliver to said Assignee all lawful documents including petitions, specifications, oaths, assignments, invention disclaimers, declarations, and lawful affidavits in form and substance which may be requested by said Assignee, to furnish said Assignee with all facts relating to said inventions or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may embody said inventions, and to testify in any proceedings relating to said inventions, patent applications, and/or Letters Patent.

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

This Assignment is deemed to be effective at least as early as April 26, 2011 (the earliest priority date).


10/6/2012
Date

Michael Friedmann
Michael Friedmann

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12.6.12
Date


David Ben-Shimon

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12-6-12
Date


Lior Rokach

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