

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Yoram Hofman</td> <td>07/18/2012</td> </tr> <tr> <td>Meta Rotenberg</td> <td>07/19/2012</td> </tr> </tbody> </table>		Name	Execution Date	Yoram Hofman	07/18/2012	Meta Rotenberg	07/19/2012						
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Hi-Tech Solutions Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>Silverside 3 Shimon Israeli Street</td> </tr> <tr> <td>Internal Address:</td> <td>New Industrial Zone</td> </tr> <tr> <td>City:</td> <td>Rishon LeZion</td> </tr> <tr> <td>State/Country:</td> <td>ISRAEL</td> </tr> <tr> <td>Postal Code:</td> <td>75144</td> </tr> </table>		Name:	Hi-Tech Solutions Ltd.	Street Address:	Silverside 3 Shimon Israeli Street	Internal Address:	New Industrial Zone	City:	Rishon LeZion	State/Country:	ISRAEL	Postal Code:	75144
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CORRESPONDENCE DATA													
<p>Fax Number: (914)288-0023 Phone: 914-288-0022 Email: inquiries@leasonellis.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: Leason Ellis LLP Address Line 1: One Barker Avenue Address Line 2: Fifth Floor Address Line 4: White Plains, NEW YORK 10601-1526</p>													
ATTORNEY DOCKET NUMBER:	00266/002546-US1												
NAME OF SUBMITTER:	Ariel Reinitz												
<p>Total Attachments: 4 source=00235575#page1.tif source=00235575#page2.tif source=00235575#page3.tif source=00235575#page4.tif</p>													

OP \$40.00 13528189

July 18 2012, 6 pages 914 288 0023

Attorney Docket No.: 00266/002546-US1

ASSIGNMENT

I, Yoram Hofman, a citizen of Israel, having a mailing address of 14 Kalaniot, Kfar Bialik, Israel 27905; and

I, Meta Rotenberg, a citizen of Israel, having a residential address of 5 Herzog St., Tel Aviv, Israel; and

(hereinafter "ASSIGNOR") in consideration of the sum of Ten Dollars (\$10.00), or the equivalent thereof, and other good and valuable consideration, the sufficiency of which and receipt of which are hereby acknowledged, paid to ASSIGNOR by

Hi-Tech Solutions Ltd.

a Corporation and having a place of business at Silverside 3 Shimon Israeli Street, New Industrial Zone, Rishon LeZion 75144 Israel (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, the below indicated right, title, and interest, **throughout the world** in and to my Invention entitled:

SYSTEM AND METHOD FOR IDENTIFYING RETAIL PRODUCTS AND DETERMINING RETAIL PRODUCT ARRANGEMENTS

invented by me and described in Patent Application No. 13/528,189, filed on June 20, 2012, in the United States of America; and all patents, divisions, reissues, continuations and any extensions thereof and rights of priority therein, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made, including all rights of Assignor to recover for past infringement thereof;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and

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Attorney Docket No.: 00266/002546-US1

desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

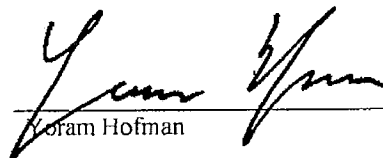
And I hereby authorize and request the Commission of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.

This assignment shall have an effective date corresponding to the last date of execution.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

Dated:

July 18, 2012


Yoram Hofman

Dated:

Meta Rotenberg

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Dated: _____

Dated: 19/7/12

Yoram Hofman

Meta Rotenberg

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PATENT

RECORDED: 07/20/2012

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