

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>Shmuel Ur</td> <td>12/06/2011</td> </tr> <tr> <td>Ady Hascalovici</td> <td>12/06/2011</td> </tr> </tbody> </table>		Name	Execution Date	Shmuel Ur	12/06/2011	Ady Hascalovici	12/06/2011				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Shmuel Ur Innovation Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>Shorashim</td> </tr> <tr> <td>City:</td> <td>Galil</td> </tr> <tr> <td>State/Country:</td> <td>ISRAEL</td> </tr> <tr> <td>Postal Code:</td> <td>20164</td> </tr> </table>		Name:	Shmuel Ur Innovation Ltd.	Street Address:	Shorashim	City:	Galil	State/Country:	ISRAEL	Postal Code:	20164
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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>13703338</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13703338						
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CORRESPONDENCE DATA											
Fax Number: 2063597198 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 206-359-8366 Email: assignmentconfirmations@perkinscoie.com Correspondent Name: Perkins Coie LLP Address Line 1: P.O. Box 1247 Address Line 4: Seattle, WASHINGTON 98111-1247											
ATTORNEY DOCKET NUMBER:	32052-6529.US00										
NAME OF SUBMITTER:	Sarah Arnold										
Total Attachments: 4 source=InventorstoOrgAssignment320526529US#page1.tif source=InventorstoOrgAssignment320526529US#page2.tif source=InventorstoOrgAssignment320526529US#page3.tif source=InventorstoOrgAssignment320526529US#page4.tif											

PATENT

ASSIGNMENT OF PATENT RIGHTS

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Shmuel Ur, of Shorashim 20164, Galil, Israel, and Ady Hascalovici, of 526 Belfry Way, Sunnyvale, CA 94087 U.S., ("Assignors"), effective as of January 22, 2011, hereby sell, assign, transfer, and convey unto Shmuel Ur Innovation Ltd., a corporation of Israel, having a principal place of business at Shorashim 20164, Galil, Israel ("Assignee"), all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "Rights"):

1. the inventions disclosed in the solution report/invention disclosure titled "Starting a game from real situation" and all inventions claimed and/or described in the Application (collectively, the "Invention");
2. the patent applications listed in the table below (the "Application");

Patent Application No.	Country	Filing Date	Title
PCT/US11/40413	PCT	June 14, 2011	STARTING SIMULATION FROM A REAL SITUATION
13/703,338	U.S.	December 10, 2012	" " "

3. all rights with respect to the Invention, including all U.S. patents or other governmental grants or issuances that may be granted with respect to the Invention or from any direct or indirect divisionals, continuations, continuations-in-part, or other patent applications claiming priority rights from the Application ("Potential Patents");
4. all reissues, reexaminations, extensions, or registrations of the Potential Patents;
5. all non-United States patents, patent applications, and counterparts relating to any or all of the Invention, the Application, and the Potential Patents, including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances ("Foreign Rights"), and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
6. all rights to claim priority rights deriving from the Application;
7. all causes of action and remedies related to any or all of the Application, the Invention, the Potential Patents, and the Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation or violation of rights related to any of the foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and
8. any and all other rights and interests arising out of, in connection with, or in relation to the Application, the Invention, Potential Patents, and the Foreign Rights.

Assignor will not sign any document or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), or perfect or defend title to the Rights. Assignor requests the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

Assignor hereby authorizes and requests authorized representative to insert on this Assignment the filing date and Patent Application Numbers in the table above when known.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives, and assigns and will be binding upon Assignor, their successors, legal representatives and assigns.

[Signature Page(s) to Follow]

By:



Shmuel Ur
Shorashim 20164
Galil, Israel

ATTESTATION

The undersigned witnessed the signature of Shmuel Ur to this document and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.
2. Shmuel Ur is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 12 / 6, 2011, to execute this document.
3. Shmuel Ur subscribed to this document.

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 the foregoing is true and correct.

By:

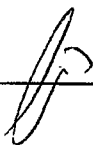


Print Name: Sara R.L. Kamen

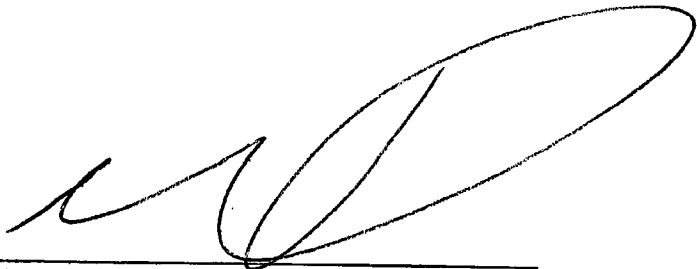
By:

Rotem Harel Beja

Print Name: _____



By:



Ady Hascalovici
526 Belfry Way,
Sunnyvale, CA 94087 U.S.

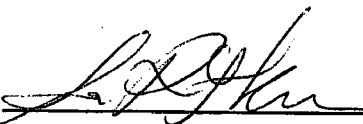
ATTESTATION

The undersigned witnessed the signature of Ady Hascalovici to this document and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.
2. Ady Hascalovici is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 12/6, 2011, to execute this document.
3. Ady Hascalovici subscribed to this document.

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 the foregoing is true and correct.

By:



Print Name: Sara R. L. Kamen

By:

Rotem Harel Beja

Print Name: _____

