

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>Ronny Winshtein</td> <td>01/28/2013</td> </tr> <tr> <td>Amichay Haim Gross</td> <td>01/28/2013</td> </tr> <tr> <td>Ahishay Sardes</td> <td>01/28/2013</td> </tr> </tbody> </table>		Name	Execution Date	Ronny Winshtein	01/28/2013	Amichay Haim Gross	01/28/2013	Ahishay Sardes	01/28/2013				
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<table border="1"> <tr> <td>Name:</td> <td>Softwheel Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>ORR Towers, Building A, 27 Habarzel Street</td> </tr> <tr> <td>Internal Address:</td> <td>Ramat-Hachayal</td> </tr> <tr> <td>City:</td> <td>Tel-Aviv</td> </tr> <tr> <td>State/Country:</td> <td>ISRAEL</td> </tr> <tr> <td>Postal Code:</td> <td>69710</td> </tr> </table>		Name:	Softwheel Ltd.	Street Address:	ORR Towers, Building A, 27 Habarzel Street	Internal Address:	Ramat-Hachayal	City:	Tel-Aviv	State/Country:	ISRAEL	Postal Code:	69710
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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>29434728</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29434728								
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CORRESPONDENCE DATA													
Fax Number: 9732951240 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 9733607900 Email: NJDOCKET@GTLAW.COM Correspondent Name: GREENBERG TRAUIG, LLP Address Line 1: 200 PARK AVENUE Address Line 2: P.O. BOX 677 Address Line 4: FLORHAM PARK, NEW JERSEY 07932													
ATTORNEY DOCKET NUMBER:	143479.010100												
NAME OF SUBMITTER:	Christine Lucas												
Total Attachments: 3 source=143479_assign#page1.tif source=143479_assign#page2.tif source=143479_assign#page3.tif													

CH \$40.00 29434728

ASSIGNMENT

WHEREAS, WE, Ronny Winshtein, Amichay Haim Gross and Ahishay Sardes, set forth below, have invented and own a certain invention entitled:

WHEEL

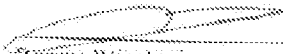
for which a non-provisional design patent application was filed with the United States Patent and Trademark Office on **October 16, 2012** and assigned patent application serial number **29/434,728**.

WHEREAS, **Softwheel Ltd.**, a company organized and existing under the laws Israel, and having its principal place of business at **ORR Towers, Building A, 27 Habarzel Street, Ramat-Hachayal, Tel-Aviv 69710, Israel** (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration of \$1.00, we hereby sell, assign and transfer to ASSIGNEE the full and exclusive right, including any future right, title and interest to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, continuation-in-part, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

WE HEREBY COVENANT that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

WE FURTHER COVENANT that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to us and we will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

Signature: 
Ronny Winshtein

Citizenship: IL

Dated: January 28, 2013

Witness: 
Name: Cheli Winshtein
Date: January 28, 2013

Signature: Amichay Haim Gross

Citizenship: IL

Dated: _____

Witness: _____
Name: _____
Date: _____

ASSIGNMENT

WHEREAS, WE, Ronny Winshtein, Amichay Haim Gross and Ahishay Sardes, set forth below, have invented and own a certain invention entitled:

WHEEL

for which a non-provisional design patent application was filed with the United States Patent and Trademark Office on October 16, 2012 and assigned patent application serial number 29/434,728

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Signature: _____
Ronny Winshtein

Citizenship: IL _____

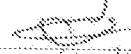
Dated: _____

Witness: _____
Name: _____
Date: _____

Signature:  _____
Amichay Haim Gross

Citizenship: IL _____

Dated: January 23, 2013

Witness:  _____
Name: Cheli Winshtein
Date: January 28, 2013

Docket No.: 143479.010100

Signature: _____

Aliffay Sardes

Citizenship: _____

IL

Dated: _____

January 28, 2013

Witness: _____

Name:

Chell Winstein

Date:

January 28, 2013