

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>Roe Robert SA'ADON</td> <td>04/09/2013</td> </tr> <tr> <td>Tsvi RABKIN</td> <td>04/23/2013</td> </tr> <tr> <td>Michael PALEI</td> <td>03/19/2013</td> </tr> <tr> <td>Idan AMIT</td> <td>04/17/2013</td> </tr> <tr> <td>Itzhak LICHTENFELD</td> <td>04/14/2013</td> </tr> <tr> <td>Assaf YARDENI</td> <td>03/19/2013</td> </tr> <tr> <td>Michael MILMAN</td> <td>03/17/2013</td> </tr> </tbody> </table>		Name	Execution Date	Roe Robert SA'ADON	04/09/2013	Tsvi RABKIN	04/23/2013	Michael PALEI	03/19/2013	Idan AMIT	04/17/2013	Itzhak LICHTENFELD	04/14/2013	Assaf YARDENI	03/19/2013	Michael MILMAN	03/17/2013
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CORRESPONDENCE DATA																	
Fax Number: 7038924510 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 703.486.1150 Email: MichalE@ems-legal.com Correspondent Name: EITAN, MEHULAL & SADOT Address Line 1: 10 Abba Eban Blvd. Address Line 2: PO Box 2081 Address Line 4: Herzlia, ISRAEL 4612002																	
ATTORNEY DOCKET NUMBER:	P-12013-US																

CH \$40.00 13253090

NAME OF SUBMITTER:	Michal Edri
Signature:	/me/
Date:	04/30/2013
<p>Total Attachments: 9</p> <p>source=P-12013-US-Singed-Assignment#page1.tif</p> <p>source=P-12013-US-Singed-Assignment#page2.tif</p> <p>source=P-12013-US-Singed-Assignment#page3.tif</p> <p>source=P-12013-US-Singed-Assignment#page4.tif</p> <p>source=P-12013-US-Singed-Assignment#page5.tif</p> <p>source=P-12013-US-Singed-Assignment#page6.tif</p> <p>source=P-12013-US-Singed-Assignment#page7.tif</p> <p>source=P-12013-US-Singed-Assignment#page8.tif</p> <p>source=P-12013-US-Singed-Assignment#page9.tif</p>	

ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable considerations, the Receipt of which is hereby acknowledged, I the undersigned,

SA'ADON, Roei Robert residing at 30 Nitsanit Street, Yavne 81504, ISRAEL;

RABKIN, Tsvi residing at 14 Ha Zait Street, Zichron Yaakov 30900, ISRAEL;

PALEI, Michael residing at 13 Migdal Ha Levanon Street, Modi'in 71700, ISRAEL;

AMIT, Idan residing at 102 Krinitzy Street, Ramat Gan, 52601, ISRAEL;

LICHTENFELD, Itzhak 14 Rahavat Ilan Street, Givaat Shmuel, 54056, ISRAEL;

YARDENI, Assaf residing at 19 Montefiore Street, Kiryat Ono, 55226, ISRAEL;

MILMAN, Michael residing at 16 Kadish Luz Street, Kiryat Motzkin, 26404, ISRAEL;

Hereby sell, assign and transfer to First Life Ltd., an Israeli company located at 9 HaAtsma'ut Road, Yehud 56300, ISRAEL its successors, assigns and legal representatives (hereinafter, the "Assignee"), the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed in the application for United States Patent U.S. Serial No. 13/253,090 filed October 05, 2011 and is entitled

**SYSTEM AND METHOD FOR DETECTING PERSONAL EXPERIENCE EVENT
REPORTS FROM USER GENERATED INTERNET CONTENT**

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions;

Authorize and request the Commissioner of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions or any of them disclosed in said application;

Agree that said Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the under-signed or the undersigned's executors or administrators will, for the United States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

COVENANT with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

SA'ADON, Ross Robert

Signature: _____

Date: _____

[day / month / year]

Witness to SA'ADON, Ross Robert

Name: _____

Address: _____

Signature: _____

RABKIN, Tsvi

Signature: _____

Date: _____

[day / month / year]

Witness to RABKIN, Tsvi

Name: _____

Address: _____

Signature: _____

PALEI, Michael

Signature: _____

Date: _____

[day / month / year]

Witness to PALEI, Michael

Name: _____

Address: _____

Signature: _____

AMIT, Idan

Signature: _____

Date: _____

[day / month / year]

Witness to AMIT, Idan

Name: _____

Address: _____

Signature: _____

LICHTENFELD, Itzhak

Signature: _____

Date: _____

[day / month / year]

Witness to LICHTENFELD, Itzhak

Name: _____

Address: _____

Signature: _____

SA'ADON, Roei Robert

Signature: _____

Date: _____
[day / month / year]

Witness to SA'ADON, Roei Robert

Name: _____

Address: _____

Signature: _____

RABKIN, Tsvi

Signature: _____

Date: 23/04/2013
[day / month / year]

Witness to RABKIN, Tsvi

Name: Assaf Terd

Address: Kalanit 7
Beit shepeset

Signature: _____

PALEI, Michael

Signature: _____

Date: _____
[day / month / year]

Witness to PALEI, Michael

Name: _____

Address: _____

Signature: _____

AMIT, Idan

Signature: _____

Date: _____
[day / month / year]

Witness to AMIT, Idan

Name: _____

Address: _____

Signature: _____

LICHTENFELD, Itzhak

Signature: _____

Date: _____
[day / month / year]

Witness to LICHTENFELD, Itzhak

Name: _____

Address: _____

Signature: _____

SA'ADON, Roe Robert

Signature: _____

Date: _____
[day / month / year]

Witness to SA'ADON, Roe Robert

Name: _____

Address: _____

Signature: _____

RABKIN, Tsvi

Signature: _____

Date: _____
[day / month / year]

Witness to RABKIN, Tsvi

Name: _____

Address: _____

Signature: _____

PALEI, Michael

Signature: X _____

Date: 12.03.2013
[day / month / year]

Witness to PALEI, Michael

Name: X Michael

Address: 9 Haiman St Yehud

Signature: Michael

AMIT, Idan

Signature: _____

Date: _____
[day / month / year]

Witness to AMIT, Idan

Name: _____

Address: _____

Signature: _____

LICHTENFELD, Itzhak

Signature: _____

Date: _____
[day / month / year]

Witness to LICHTENFELD, Itzhak

Name: _____

Address: _____

Signature: _____

SA'ADON, Roei Robert

Signature: _____

Date: _____
[day / month / year]

Witness to SA'ADON, Roei Robert

Name: _____

Address: _____

Signature: _____

RABKIN, Tsvi

Signature: _____

Date: _____
[day / month / year]

Witness to RABKIN, Tsvi

Name: _____

Address: _____

Signature: _____

PALEI, Michael

Signature: _____

Date: _____
[day / month / year]

Witness to PALEI, Michael

Name: _____

Address: _____

Signature: _____

AMIT, Idan

Signature: _____

Date: 1-14-2013
[day / month / year]

Witness to AMIT, Idan

Name: Asaf Teret

Address: Kalanit 7 Beit Shimon

Signature: _____

LICHTENFELD, Itzhak

Signature: _____

Date: _____
[day / month / year]

Witness to LICHTENFELD, Itzhak

Name: _____

Address: _____

Signature: _____

SA'ADON, Roe Robert

Signature: _____

Date: _____

[day / month / year]

Witness to SA'ADON, Roe Robert

Name: _____

Address: _____

Signature: _____

RABKIN, Tsvi

Signature: _____

Date: _____

[day / month / year]

Witness to RABKIN, Tsvi

Name: _____

Address: _____

Signature: _____

PALEI, Michael

Signature: _____

Date: _____

[day / month / year]

Witness to PALEI, Michael

Name: _____

Address: _____

Signature: _____

AMIT, Idan

Signature: _____

Date: _____

[day / month / year]

Witness to AMIT, Idan

Name: _____

Address: _____

Signature: _____

LICHTENFELD, Itzhak

Signature: _____

Date: _____

[day / month / year]

Witness to LICHTENFELD, Itzhak

Name: DIRBOR MATHIE

Address: 13 HAA PAFIA

SAYOR

Signature: C. M.

YARDENI, Assaf

Signature: 

Date: 19.3.2013
[day / month / year]

Witness to YARDENI, Assaf

Name: 10/10/13

Address: 277 111-388

Signature: 

MILMAN, Michael

Signature: _____

Date: _____
[day / month / year]

Witness to MILMAN, Michael

Name: _____

Address: _____

Signature: _____

YARDENI, Assaf

Signature: _____

Date: _____

[day / month / year]

Witness to YARDENI, Assaf

Name: _____

Address: _____

Signature: _____

MILMAN, Michael

Signature:  _____

Date: 12/13/13 _____

[day / month / year]

Witness to MILMAN, Michael

Name: David Wolf _____

Address: 9 Hahatsmari St. Yer _____

Signature:  _____