

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2593828

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BENJAMIN MAYTAL	10/24/2013
RECEIVING PARTY DATA	
Name:	MORDEHAI MARGALIT HOLDINGS LTD.
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PROPERTY NUMBERS Total: 1	
Property Type	Number
PCT Number:	US1367082
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ATTORNEY DOCKET NUMBER:	M-6300.192 PCT
NAME OF SUBMITTER:	STEVEN S. RUBIN
Signature:	/STEVEN S. RUBIN/
Date:	10/28/2013

OP \$40.00 US1367082

Total Attachments: 4

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## ASSIGNMENT OF PATENT RIGHTS

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Benjamin MAYTAL, having an address of 6 Tzabar Street, Mevassret, Zion 90805 ISRAEL (“Assignor”),

effective as of April 21, 2013 hereby sells, assigns, transfers, and conveys unto Mordehai Margalit Holdings Ltd., 21 Hashita Street, Zichron Yaaqov, 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 SHOPPING MALL CUSTOMER LOCATION USING EXISTING MALL PICOCELL 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/US13/67082	PCT	OCTOBER 28, 2013	Determination of a Location of a Communication Device

3. all rights with respect to the Invention, including all UNITED STATES 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: \_\_\_\_\_

Print name: Benjamin MAYTAL

**STATEMENT BY WITNESS**

I, Milba Maytal whose full post office address is  
6 Zohar St. Miravet Zion Israel hereby declare that I was  
personally present and did see the above named person(s), personally known to me to be the person(s)  
named in the assignment, duly sign and execute the same.

ר' ב' מ' מ' / נ

10-24-13

Date

**ACCEPTANCE BY ASSIGNEE**

In connection with an assignment in any jurisdiction in which an acceptance by ASSIGNEE is required, I hereby accept this assignment on behalf of Mordehai Margalit Holdings Ltd. 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 (check all that apply):

I am an officer of the above-identified ASSIGNEE,

I have signed this document on behalf of ASSIGNEE with the full authority of its board of directors,

and that all the foregoing is true and correct.

Dated: 10-24-13

By:   
Signature

Name: Mordehai MARGALIT

Title: Principal