

PATENT ASSIGNMENT COVER SHEET

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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>IGAL RAICHELGAUZ</td> <td>11/11/2013</td> </tr> <tr> <td>KARINA ORDINAEV</td> <td>11/11/2013</td> </tr> <tr> <td>YEHOASHUA Y. ZEEVI</td> <td>11/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	IGAL RAICHELGAUZ	11/11/2013	KARINA ORDINAEV	11/11/2013	YEHOASHUA Y. ZEEVI	11/20/2013				
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<table border="1"> <tr> <td>Name:</td> <td>Cortica, Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>7 Jabotinsky St.</td> </tr> <tr> <td>Internal Address:</td> <td>Moshe Aviv Tower, 43rd Floor</td> </tr> <tr> <td>City:</td> <td>Ramat Gan</td> </tr> <tr> <td>State/Country:</td> <td>ISRAEL</td> </tr> <tr> <td>Postal Code:</td> <td>52520</td> </tr> </table>		Name:	Cortica, Ltd.	Street Address:	7 Jabotinsky St.	Internal Address:	Moshe Aviv Tower, 43rd Floor	City:	Ramat Gan	State/Country:	ISRAEL	Postal Code:	52520
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Application Number:	14096901												
CORRESPONDENCE DATA													
Fax Number:	(866)864-3947												
Phone:	973-401-7157												
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>													
Correspondent Name:	MYERS WOLIN, LLC												
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Address Line 4:	MORRISTOWN, NEW JERSEY 07960-6834												
ATTORNEY DOCKET NUMBER:	CORT 4781												
NAME OF SUBMITTER:	BRIAN S. MYERS												

Signature:	/Brian S. Myers/
Date:	12/04/2013
	This document serves as an Oath/Declaration (37 CFR 1.63).
Total Attachments: 3 source=cort_4781_asgn_decl_exec_3pgs_#page1.tif source=cort_4781_asgn_decl_exec_3pgs_#page2.tif source=cort_4781_asgn_decl_exec_3pgs_#page3.tif	

DECLARATION AND ASSIGNMENT FOR PATENT APPLICATION

As a below named inventor (designated as "the undersigned"), I hereby declare that:

This declaration is directed to: ☒ The attached application, or

☐ United States Application or PCT International Application
Number filed on .

The application is entitled:

SYSTEM AND METHOD FOR ANALYSIS OF MULTIMEDIA CONTENT ITEMS

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations § 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

POWER OF ATTORNEY: I hereby appoint all attorneys and agents of **Myers Wolin, LLC** who are listed under the USPTO Customer Number shown below as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith.

Address all correspondence to **CUSTOMER NUMBER 61650**.

The undersigned hereby acknowledges that any willful false statement made in this declaration is punishable under 18 U.S.C. §1001 by fine or imprisonment of not more than five (5) years, or both.

ASSIGNMENT

WHEREAS, **CORTICA LTD.**, having an address at **MOSHE AVIV TOWER, 43 FLOOR, 7 JABOTINSKY ST., RAMAT GAN 52520 ISRAEL** (hereinafter "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under the above-identified application and invention, and to any Letters Patent(s) that may be granted therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

**DECLARATION AND ASSIGNMENT FOR PATENT APPLICATION
SYSTEM AND METHOD FOR ANALYSIS OF MULTIMEDIA CONTENT ITEMS**

The undersigned authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

The undersigned covenants and agrees that he has full right to convey the entire interest herein assigned, and has not executed, and will not execute, any agreement in conflict herewith.

The undersigned further covenants and agrees that he will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

The undersigned hereby grants the law firm of Myers Wolin, LLC the power to insert any further identification which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office.

In witness whereof, executed by the undersigned on the date opposite the undersigned name.

Full name of inventor: Igal Raichelgauz

Inventor's Signature:  **Date:** Nov 11th 2013

Residence: Ramat Gan, ISRAEL

Post Office Address: c/o Cortica Ltd., Moshe Aviv Tower, 43 Floor, 7 Jabotinsky St., Ramat Gan 52520 IL

2. Full name of joint inventor: Karina Ordinaev

Inventor's Signature:  **Date:** Nov 11th 2013

Residence: Ramat Gan, ISRAEL

Post Office Address: c/o Cortica Ltd., Moshe Aviv Tower, 43 Floor, 7 Jabotinsky St., Ramat Gan 52520 IL

3. Full name of joint inventor: Yehoshua Y. Zeevi

Inventor's Signature: _____ **Date:** _____

Residence: Haifa, ISRAEL

Post Office Address: c/o Cortica Ltd., Moshe Aviv Tower, 43 Floor, 7 Jabotinsky St., Ramat Gan 52520 IL

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2. Full name of joint inventor: Karina Ordinaev

Inventor's Signature: _____ Date: Nov 11th 2013

Residence: Ramat Gan, ISRAEL

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3. Full name of joint inventor: Yehoshua Y. Zeevi

Inventor's Signature: Y. Zeevi Date: 11/20/2013

Residence: Haifa, ISRAEL

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