

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2723942

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TELEMAP LTD.	01/30/2014
RECEIVING PARTY DATA	
Name:	INTEL CORPORATION
Street Address:	2200 MISSION COLLEGE BLVD.
City:	SANTA CLARA
State/Country:	CALIFORNIA
Postal Code:	95054
PROPERTY NUMBERS Total: 12	
Property Type	Number
Patent Number:	6904360
Patent Number:	6917878
Patent Number:	7251561
Patent Number:	7568203
Patent Number:	7414637
Patent Number:	7574428
Application Number:	61718199
Application Number:	61704498
Application Number:	14016104
PCT Number:	IB2013058202
PCT Number:	US2013066477
PCT Number:	IB2013052016
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ATTORNEY DOCKET NUMBER:	TELEMAP- G01208
NAME OF SUBMITTER:	JENNY KATHMAN
Signature:	/Jenny Kathman/
Date:	02/12/2014

Total Attachments: 8
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EXHIBIT B

PATENT ASSIGNMENT

WHEREAS, Telmap Ltd., a private company incorporated under the laws of the State of Israel (hereinafter "**Company**"), is the sole and exclusive owner of certain United States and non-United States patents and patent applications listed in Schedule 1 annexed hereto (collectively referred to as the "**Patents and Patent Applications**");

AND WHEREAS, Intel Corporation ("**Intel**"), a company incorporated in Delaware, with an office at 2200 Mission College Boulevard, Santa Clara, 95052, have entered into an Intellectual Property Transfer Agreement dated as of January 30, 2014 (the "**Transfer Agreement**");

AND WHEREAS, Intel wants to acquire the right, title and interest in, to and under the Patents and Patent Applications (and all foreign counterparts and related foreign patents).

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Company does hereby sell, transfer, convey, assign and deliver to Intel and its successors and assigns all right, title and interest that may exist today and in the future to any and all:

- (1) Patents and Patent Applications;
- (2) patents and patent applications to which any of the Patents and Patent Applications directly or indirectly claims, or forms the basis for, priority anywhere in the world;
- (3) reissues, reexaminations, extensions, continuations, continuations-in-part, continuing prosecution applications and divisions of any of the items listed in (1) or (2) of this Patent Assignment;
- (4) foreign counterparts to any of the items listed in (1), (2) or (3) of this Patent Assignment, including utility models, inventors' certificates, industrial design protection and any other form of governmental grants or issuances for the protection of inventions, designs or discoveries;
- (5) inventions, invention disclosures, designs and discoveries described in the items listed in (1) through (4) of this Patent Assignment;
- (6) patents that issue from any of the items listed in (1) through (5) of this Patent Assignment;
- (7) claims, causes of action and enforcement rights of any kind, whether currently

pending, filed or otherwise, and whether known or unknown, under or arising from any of the items listed in (1) through (6) of this Patent Assignment, including all rights to pursue and collect damages, costs, injunctive relief and other remedies for past, current or future infringement of the Patents and including rights afforded under 35 U.S.C. § 154(d);

- (8) royalties, income and other payments due as of the date hereof or hereafter under or arising from any of the items listed in (1) through (7) of this Patent Assignment; and
- (9) rights to apply for, file, register, maintain, extend and renew in any or all countries of the world patents, certificates of invention, utility models, industrial design protection, design patent protection and other governmental grants or issuances of any kind related to any of the items listed in (1) through (9) of this Patent Assignment.

AND Telmap hereby authorizes and requests the Commissioner of Patents and Trademarks and any other patent office to issue any and all patents, utility models or other governmental grants or issuances pertaining to any of the items assigned hereunder in the name of Intel;

AND Telmap does hereby covenant with Intel and the successors and permitted assigns of Intel that Telmap will promptly execute and deliver to Intel or shall promptly procure the execution and delivery of any and all such instruments of sale, transfer, conveyance, assignment and delivery, consents, assurances, powers of attorney and other instruments as may reasonably be requested by Intel in order to vest in Intel all of Telmap's right, title and interest in and to the Patents and Patent Applications and carry out the purpose and intent of this Patent Assignment and the Transfer Agreement;

AND notwithstanding any other provisions of this Patent Assignment to the contrary, nothing contained in this Patent Assignment shall in any way supersede, modify, replace, amend, change, rescind, waive, exceed, expand, enlarge, or in any way affect the provisions, including warranties, covenants, agreements, conditions, representations, or in general any of the rights and remedies, or any of the obligations and indemnifications of Telmap or Intel set forth in the Transfer Agreement. This Patent Assignment is intended only to effect the transfer of certain intellectual property transferred pursuant to the Transfer Agreement and shall be governed entirely in accordance with the terms and conditions of the Transfer Agreement;

AND the terms and covenants of this Patent Assignment shall inure to the benefit of Intel, its successors and assigns, and shall be binding upon Telmap and its successors and assigns. All capitalized terms used herein but not otherwise defined shall have the meanings set forth in the Transfer Agreement.

IN WITNESS WHEREOF, the Company has executed this Assignment of Patent Rights as of the 30 day of January, 2014.

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Name: Roy Golding

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SIGNATURE PAGE TO THE INTEL – TELMAP PATENT ASSIGNMENT

**SCHEDULE 1
TO THE INTEL-TELMAP PATENT ASSIGNMENT**

ISSUED U.S. PATENTS

1. U.S. Patent Number: 6,904,360
Issue Date: 06/07/2005
Telmap reference #: 1005/1003
Title: Template-based map distribution system
Country of Filing: USA
Filing date: 04/30/2003
Status: Open (Pay maintenance fee by 12/07/2016)
2. U.S. Patent Number: 6,917,878
Issue Date: 07/12/2005
Telmap reference #: 1005/1004
Title: Dynamic navigation system
Country of Filing: USA
Filing date: 04/30/2003
Status: Open (Pay maintenance fee by 02/11/2014)
3. U.S. Patent Number: 7,251,561
Issue Date: 07/31/2007
Telmap reference #: 1005/1005
Title: Selective download of corridor map data
Country of Filing: USA
Filing date: 07/28/2004
Status: Open (Pay maintenance fee by 02/01/2015)
4. U.S. Patent Number: 7,568,203
Issue Date: 07/28/2009
Telmap reference #: 1005/1008
Title: Mobile device with local server
Country of Filing: USA
Filing date: 06/18/2004
Status: Open (Pay maintenance fee by 01/29/2017)
5. U.S. Patent Number: 7,414,637
Issue Date: 08/19/2008
Telmap reference #: 1005/1009
Title: Placement of map labels
Country of Filing: USA
Filing date: 09/10/2004
Status: Open (Pay maintenance fee by 02/20/2016)

6. U.S. Patent Number: 7,574,428
Issue Date: 08/11/2009
Telmap reference #: 1005/1017
Title: Geometry-based search engine for navigation systems
Country of Filing: USA
Filing date: 03/21/2006
Status: Open (Pay maintenance fee by 02/14/2017)

PENDING U.S. APPLICATIONS

1. Application Number: 61/718,199 (Provisional)
Issue Date: N/A
Telmap reference #: 1005/1026
Title: Optimal costs to points of interest along a route
Country of Filing: USA
Filing date: 10/25/2012
Status: Open; File complete application by Oct. 25, 2013 (awaiting client's instructions)
2. Application Number: 61/704,498
Issue Date: N/A
Telmap reference #: 1005/1027
Title: Inferring user preference from travel patterns
Country of Filing: USA
Filing date: 09/23/2012
Status: Open; File complete application by Sept. 23, 2013
3. Application Number: 14/016,104
Issue Date: N/A
Telmap reference #: 1005/1027.1
Title: Inferring user preference from travel patterns
Country of Filing: USA
Filing date: September 1, 2013
Status: Awaiting official action

PENDING NON-U.S. APPLICATIONS

1. Application Number: PCT/IB2013/058202
Issue Date: N/A
Telmap reference #: 1005/1027.2
Title: Inferring user preference from travel patterns
Country of Filing: PCT
Filing date: Filed September 1, 2013
Status: National phase filings due March 23, 2015
2. Application Number: PCT/US2013/066477
Issue Date: N/A
Telmap reference #: 1005/1026.1
Title: Route Optimization Including Points of Interest
Country of Filing: PCT
Filing date: Filed October 24, 2013
Status: National phase filings due April 25, 2015
(and patent prosecution firm is awaiting signatures by Intel on the POA and assignment)

ISSUED NON-U.S. PATENTS

1. Patent Number: EP1784655
Issue Date: 09/01/2013
Telmap reference #: 1005/1005.1
Title: Selective download of corridor map data
Country of Filing: Europe
Filing date: 07/28/2005
Status: Granted; Validated in Spain, Italy, France, Germany and UK (Pay renewal fee by July 28, 2014)

PENDING NON-U.S. APPLICATIONS AWAITING GRANT

1. Application Number: 12197533.8
Issue Date: N/A
Telmap reference #: 1005/1005.2
Title: Selective download of corridor map data
Country of Filing: Europe
Filing date: 07/28/2005
Status: Open; Respond to search report by Sept. 27, 2013 (awaiting client's comments); Pay renewal fee by July 28, 2014)

2. Application Number: PCT/IB2013/052016
Issue Date: N/A
Telmap reference #: 1005/1021.1
Title: Location-based assistance for personal planning
Country of Filing: PCT
Filing date: 03/14/2013
Status: Open; File national phase applications by Sept. 29, 2014
3. Application Number: N/A
Issue Date: N/A
Telmap reference #: 1005/1027.1
Title: Inferring user preferences from travel patterns
Country of Filing: PCT
Filing date: Not yet filed
Status: Open; PCT application to be filed by Sept. 23, 2013 (awaiting client's comments on first draft)