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PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2713516

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT										
NATURE OF CONVEYANCE:	Corrective Assignment to correct the ASSIGNEE'S NAME AND ADDRESS previously recorded on Reel 031981 Frame 0893. Assignor(s) hereby confirms the ASSIGNMENT.										
CONVEYING PARTY DATA											
<table border="1"><tr><th>Name</th><th>Execution Date</th></tr><tr><td>DAVID GERSHON</td><td>01/22/2009</td></tr></table>	Name	Execution Date	DAVID GERSHON	01/22/2009							
Name	Execution Date										
DAVID GERSHON	01/22/2009										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>SUPER DERIVATIVES, INC.</td></tr><tr><td>Street Address:</td><td>545 MADISON AVENUE, 17TH FLOOR</td></tr><tr><td>City:</td><td>NEW YORK</td></tr><tr><td>State/Country:</td><td>NEW YORK</td></tr><tr><td>Postal Code:</td><td>10022</td></tr></table>	Name:	SUPER DERIVATIVES, INC.	Street Address:	545 MADISON AVENUE, 17TH FLOOR	City:	NEW YORK	State/Country:	NEW YORK	Postal Code:	10022	
Name:	SUPER DERIVATIVES, INC.										
Street Address:	545 MADISON AVENUE, 17TH FLOOR										
City:	NEW YORK										
State/Country:	NEW YORK										
Postal Code:	10022										
PROPERTY NUMBERS Total: 1											
<table border="1"><tr><th>Property Type</th><th>Number</th></tr><tr><td>Application Number:</td><td>13611013</td></tr></table>	Property Type	Number	Application Number:	13611013							
Property Type	Number										
Application Number:	13611013										
CORRESPONDENCE DATA											
Fax Number:	(212)202-6436										
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>											
Correspondent Name:	SHICHRUR & CO.										
Address Line 1:	AZRIELI BUSINESS CENTER										
Address Line 2:	TRIANGLE TOWER, 38TH FLOOR										
Address Line 4:	TEL AVIV, ISRAEL 67011										
ATTORNEY DOCKET NUMBER:	SUP-P-00057-US1C										
NAME OF SUBMITTER:	Yael RAPOPORT										
Signature:	/Yael Rapoport/										



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SUBMISSION TYPE:

NEW ASSIGNMENT

**NATURE OF
CONVEYANCE:**

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
DAVID GERSHON	01/22/2009

RECEIVING PARTY DATA

Name:	SUPERDERIVATIVES, INC.
Street Address:	7 TIMES SQUARE
Internal Address:	SUITE 3501
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10036

PROPERTY NUMBERS Total: 1

Property Type	Number
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Application Number: 13611013**CORRESPONDENCE DATA****Fax Number:** (212)202-6436**Phone:** (845) 335-4230**Email:** patents@shichrurlaw.com*Correspondence will be sent via US Mail when the email attempt is unsuccessful.***Correspondent Name:** SHICHRUR & CO.**Address Line 1:** AZRIELI BUSINESS CENTER**Address Line 2:** TRIANGLE TOWER, 38TH FLOOR**Address Line 4:** TEL AVIV, ISRAEL 67011**ATTORNEY DOCKET
NUMBER:**

SUP-P-00057-US1C

NAME OF SUBMITTER:

Yael RAPOPORT

Signature:

/Yael Rapoport/

Date:

01/16/2014

Total Attachments: 2

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ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable considerations, the Receipt of which is hereby acknowledged, I the undersigned, GERSHON, David residing at 6 Stimatzky Street, Apt. 62, Tel Aviv 69362;

Super Derivatives, Inc.

Hereby sell, assign and transfer to ~~Super Derivatives, Inc.~~, located at ~~7 Times Square, 545 Madison Avenue, 17th Floor, New York NY 10022, USA~~
~~Suite 2501, New York, NY 10036, USA~~ 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. (12/357,463) filed (January 22, 2009) and being entitled:

**DEVICE, SYSTEM, AND METHOD OF GENERATING A CUSTOMIZED TRADE
ARTICLE**


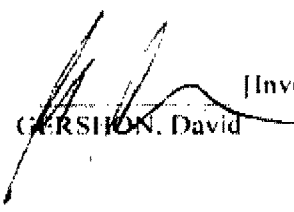
and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions. I hereby authorize and request the attorney of record of the firm EMPK & Shiloh, LLP, c/o Landon IP Inc., 1700 Diagonal Road, Suite 450, Alexandria, VA 22314, USA, to insert in the parentheses above, the filing date and US Serial No. of said application when known:

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.

Witness:		[Signature]		[Inventor's Signature]
	Eyal Shviri	[Name]	GERSHON, David	
	132 Menahem Begin Rd.	[Address]		
	22 01 2009	[Date]		
	[day / month / year]			