

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2953508

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
RON LEVI	11/25/2012
GILAD NEUMAN	11/25/2012
GUY MARTINOVSKY	01/03/2013
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PTV MEDIA LTD.
<b>Street Address:</b>	22 HE'AMAL STREET
<b>City:</b>	RAMAT GAN
<b>State/Country:</b>	ISRAEL
<b>Postal Code:</b>	52572
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14264351
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(646)553-1591
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Email:</b>	patent@koffskyschwalb.com
<b>Correspondent Name:</b>	MARK I. KOFFSKY
<b>Address Line 1:</b>	349 FIFTH AVENUE
<b>Address Line 2:</b>	SUITE 733
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10016
<b>ATTORNEY DOCKET NUMBER:</b>	1088.0002
<b>NAME OF SUBMITTER:</b>	MARK I. KOFFSKY
<b>SIGNATURE:</b>	/Mark I. Koffsky/
<b>DATE SIGNED:</b>	07/24/2014
<b>Total Attachments: 6</b> source=2#page1.tif source=2#page2.tif source=2#page3.tif source=2#page4.tif source=2#page5.tif	

PATENT



**ASSIGNMENT**

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the Receipt of which is hereby acknowledged, I the undersigned, Ron LEVI residing at 6 Yehuda HaChasid St, Tel-Aviv, 65151, ISRAEL; Guy MARTINOVSKY residing at c/o Katia Kalimovsky, Migdalei Alrov, Pinkas 64, Tel-Aviv, ISRAEL; Gilad NEUMAN residing at 12/7 HaSachlav St, Ra'anana, 43394, ISRAEL

Hereby sell, assign and transfer to PTV Media Ltd., an Israeli company located at 22 He'amal Street, Ramat Gan, 52572, 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 Application No. 13/695,063, filed October 29, 2012, which is a National Phase Application of PCT International Application No. PCT/IL2011/000343, PCT International filing date April 28, 2011 and is entitled:

**SYSTEM AND METHOD FOR TREATING PETS**


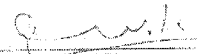
and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions; and including the Assignor's right in and to all revenue, income, royalties, damages and payments now or hereafter due or payable with respect to any Letters Patent which may be granted, and in and to all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment;

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

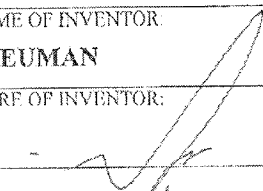
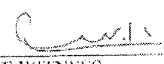
Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this 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.

FULL NAME OF INVENTOR: <b>Ron LEVI</b>	FULL NAME OF WITNESS: <i>Aviv MESSA</i>
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: 
DATE: <u>25/11/2012</u> (day / month / year)	ADDRESS OF WITNESS: <u>7 Hazlil st</u> <u>Raanana Israel</u>

FULL NAME OF INVENTOR: <b>Guy MARTINOVSKY</b>	FULL NAME OF WITNESS:
SIGNATURE OF INVENTOR:	SIGNATURE OF WITNESS:
DATE: _____ (day / month / year)	ADDRESS OF WITNESS:

Docket No.: P-74115-US

FULL NAME OF INVENTOR: <b>Gilad NEUMAN</b>	FULL NAME OF WITNESS: <i>Aviv MESSA</i>
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: 
DATE: <u>25/01/2012</u> (day / month / year)	ADDRESS OF WITNESS: <i>7 Hazlil St Raanana, Israel</i>

**ASSIGNMENT**

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the Receipt of which is hereby acknowledged, I the undersigned, Ron LEVI residing at 6 Yehuda HaChasid St, Tel-Aviv, 65151, ISRAEL; Guy MARTINOVSKY residing at c/o Katia Kalimovsky, Migdalei Alrov, Pinkas 64, Tel-Aviv, ISRAEL; Gilad NEUMAN residing at 12/7 HaSachlav St, Ra'anana, 43394, ISRAEL

Hereby sell, assign and transfer to PTV Media Ltd., an Israeli company located at 22 He'amal Street, Ramat Gan, 52572, 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 Application No. 13/695,063, filed October 29, 2012, which is a National Phase Application of PCT International Application No. PCT/IL2011/000343, PCT International filing date April 28, 2011 and is entitled:

**SYSTEM AND METHOD FOR TREATING PETS**

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; and including the Assignor's right in and to all revenue, income, royalties, damages and payments now or hereafter due or payable with respect to any Letters Patent which may be granted, and in and to all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment;

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.

FULL NAME OF INVENTOR: <b>Ron LEVI</b>	FULL NAME OF WITNESS:
SIGNATURE OF INVENTOR:	SIGNATURE OF WITNESS:
DATE: _____ (day / month / year)	ADDRESS OF WITNESS:

FULL NAME OF INVENTOR: <b>Guy MARTINOVSKY</b>	FULL NAME OF WITNESS: <i>6 Shachar Goherson</i>
SIGNATURE OF INVENTOR:	SIGNATURE OF WITNESS: <i>[Signature]</i>
DATE: <i>03/02/13</i> (day / month / year)	ADDRESS OF WITNESS: <i>Nibbutz Sheffayin 60990 IL</i>

FULL NAME OF INVENTOR: <b>Gilad NEUMAN</b>	FULL NAME OF WITNESS:
SIGNATURE OF INVENTOR:	SIGNATURE OF WITNESS:
DATE: _____ (day / month / year)	ADDRESS OF WITNESS: