

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3041816

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
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ARON WEISS	09/29/2014
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14499298
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DATE SIGNED:	09/29/2014
Total Attachments: 1	
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ASSIGNMENT OF APPLICATION	Docket No. (optional) 55.10US
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Title of Invention
ADAPTER DEVICE TO ALLOW THE MONITORING OF MEDIA EXPOSURE ON CONSUMER DEVICES

Assignee Information			
<i>Assignee Name</i>	MOBILE RESEARCH LABS LTD.		
<i>Assignee Postal Address</i>	HANAGAR 6, AVT BUILDING		
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<i>City / Postal (zip) code/ Country</i>	HOD HASHARON	4527704	ISRAEL

Assignment of Property Right's

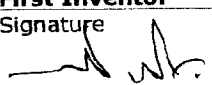
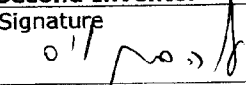
For good and valuable consideration paid to the undersigned inventor(s) (hereinafter, "ASSIGNOR(S)") by the aforementioned ASSIGNEE, the receipt of which is hereby acknowledged, the undersigned ASSIGNOR(S) hereby sell(s), assign(s) and transfer(s) to ASSIGNEE the entire and exclusive right, title and interest to the aforementioned invention for which application for Letters Patent of the United States:

- (a) was filed on _____ and Assigned serial number _____,
(MM/DD/YYYY)
- (b) was executed on _____ or
(MM/DD/YYYY)
- (c) was executed concurrently herewith,

and to said application and all Letters Patent of the United States granted on said application and any continuation, division, renewal, substitute, reissue or reexamination application based thereon, for the full term or terms for which said Letters Patent may be granted and including any extensions thereof (collectively, hereinafter, "said application(s) and Letters Patent(s)").

The ASSIGNOR(S) agree(s), when requested by said ASSIGNEE and without charge to but at the expense of said ASSIGNEE, to do all acts which the ASSIGNEE may deem necessary, desirable or expedient for securing, maintaining and enforcing protection for said invention, including in the preparation and prosecution of said application(s) and the issuance of said Letters Patent(s), in any interference, reissue, reexamination, or public use proceeding, and in any litigation or other legal proceeding which may arise or be declared in relation to same, such acts to include but not be limited to executing all papers, including separate assignments and declarations, taking all rightful oaths, providing sworn testimony, and obtaining and producing evidence.

IN WITNESS WHEREOF, the undersigned inventor(s) have affixed their signature(s).

First Inventor	Second Inventor	Third Inventor	Fourth Inventor
Signature 	Signature 	Signature	Signature
Date 28 September 2014	Date 28 September 2014	Date	Date
Full Name Omri Halevi	Full Name Aron Weiss	Full Name	Full Name