

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3152565

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	AMADESA LTD.	05/31/2012
RECEIVING PARTY DATA		
Name:	LIVEPERSON, INC.	
Street Address:	475 10TH AVENUE, 5TH FLOOR	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10018	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	14313511	
CORRESPONDENCE DATA		
Fax Number:	(858)350-6111	
<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>		
Phone:	8583506100	
Email:	IPEFILING@KILPATRICKTOWNSEND.COM, LAHO@KILPATRICKTOWNSEND.COM	
Correspondent Name:	KILPATRICK TOWNSEND & STOCKTON, LLP	
Address Line 1:	TWO EMBARCADERO CENTER 8TH FLOOR	
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94111	
ATTORNEY DOCKET NUMBER:	95080-001330US-906952	
NAME OF SUBMITTER:	SHELTON W. AUSTIN, REG. NO. 60,540	
SIGNATURE:	/SHELTON W. AUSTIN, REG. NO. 60,540/	
DATE SIGNED:	12/17/2014	
Total Attachments: 7		
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PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AMADESA, LTD	05/31/2012
RECEIVING PARTY DATA	
Name:	LivePerson, Inc.
Street Address:	475 10th Avenue, 5th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	12503925
Application Number:	12504265
Application Number:	13157936
Patent Number:	7877679
CORRESPONDENCE DATA	
Fax Number:	9495676710
Phone:	949-852-7792
Email:	ipprosecution@orrick.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Victor Santos
Address Line 1:	2050 Main Street, Suite 1100
Address Line 4:	Irvine, CALIFORNIA 92614-8255
ATTORNEY DOCKET NUMBER:	24106-0000
NAME OF SUBMITTER:	Victor Santos

C:H \$160.00 12503925

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PATENT
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PATENT
 REEL: 034532 FRAME: 0924

Total Attachments: 5

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PATENT
REEL: 034532 FRAME: 0925

PATENT ASSIGNMENT AGREEMENT

This Patent Assignment Agreement (this “**Agreement**”) is effective as of this 31st day of May, 2012 (the “**Effective Date**”), by and between AMADESA, LTD., an Israeli corporation (the “**Assignor**”), and LIVEPERSON, INC., a Delaware corporation (the “**Assignee**”). Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Asset Purchase Agreement (as defined below).

WHEREAS, pursuant to that certain Asset Purchase Agreement dated as of May 16, 2012 to which Assignor and Assignee are parties (the “**Asset Purchase Agreement**”), Assignor agreed to assign or cause to be assigned to Assignee all of Assignor’s right, title and interest in and to certain patents, and in and to the patent registrations and applications therefor.

NOW, THEREFORE, for good and valuable consideration (including that recited in the Asset Purchase Agreement), it is hereby agreed by and between the parties hereto as follows:

1. By execution hereof, Assignor hereby irrevocably grants, conveys and assigns to Assignee and its successors and assigns, free and clear of any liens, claims and encumbrances and without any reservation of rights, all of Assignor’s right, title and interest in and to the patents and applications therefor throughout the world listed on Schedule A hereto, including any and all reissues, divisions, renewals, extensions, provisionals, foreign counterparts, reexaminations, continuations and continuations-in-part thereof (herein the “**Assigned Patents**”).
2. Assignor further irrevocably grants, conveys and assigns to Assignee all its right, title and interest in and to any and all proceeds, causes of action and rights to sue and recover damages for past, present and future infringement of any of the Assigned Patents.
3. Assignor hereby authorizes the Patent and Trademark Office of the United States, similar offices and officers of states and of foreign countries, to issue patent registrations and any other evidence or forms of patent protection or applications to Assignee and its successors and assigns in accordance with the terms of this Agreement.
4. Assignor represents and warrants that it has not executed, and will not execute, any agreement in conflict herewith.
5. Assignor further assigns to and empowers Assignee and its successors, assigns or nominees, all rights to make applications for patents, receive patents or other forms of protection for said inventions and to prosecute such applications and patents arising therefrom, as well as to claim and receive the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention or treaty which may henceforth be substituted for it, and the right to invoke and claim such right of priority without

further written or oral authorization, as fully and entirely as the same would have been held and enjoyed by the Assignor had this assignment not been made, in each case solely with respect to the Assigned Patents.

6. Assignor hereby constitutes and appoints Assignee as Assignor's true and lawful attorney in fact, with full power of substitution in Assignor's name and stead, to take any and all steps, including proceedings at law, in equity or otherwise, to execute, acknowledge and deliver any and all instruments and assurances necessary or expedient in each case solely in order to vest or perfect the aforesaid rights and causes of action more effectively in Assignee or to protect the same or to enforce any claim or right of any kind with respect thereto. Assignor hereby declares that the foregoing power is coupled with an interest and as such is irrevocable.

This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, each of the parties hereto has caused this Patent Assignment Agreement to be duly executed and delivered as of the Effective Date.

ASSIGNOR:

AMADESA, LTD.

By: Amadesa Ltd.
Name: Amadesa Ltd.
Title: CEO

ASSIGNEE

LIVEPERSON, INC.

By: _____
Name: _____
Title: _____

SIGNATURE PAGE TO PATENT ASSIGNMENT AGREEMENT

PATENT

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PATENT

REEL: 034532 FRAME: 0928

IN WITNESS WHEREOF, each of the parties hereto has caused this Patent Assignment Agreement to be duly executed and delivered as of the Effective Date.

ASSIGNOR:

AMADESA, LTD.

By: _____
Name: _____
Title: _____

ASSIGNEE

LIVEPERSON, INC.

By: *Daniel Murphy*
Name: Daniel Murphy
Title: CFO

SIGNATURE PAGE TO PATENT ASSIGNMENT AGREEMENT

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SCHEDULE A

Patent No./ Patent Application No.	Filing Date	Title
U.S. Patent No. 7,877,679	5/4/2005	System and method for generating a user profile from layers based on prior user response
Patent Application No. 12/503,925	7/25/2008	Method and system for providing targeted content to a surfer
Patent Application No. 12/504,265	7/25/2008	Method and system for creating a predictive model for targeting webpage to a surfer
Patent Application No. 13/157,936	6/10/2011	Method and system for creating a predictive model for targeting webpage to a surfer

LIBC/3918051.1

RECORDED: 07/26/2012

**PATENT
REEL: 028645 FRAME: 0180**

RECORDED: 12/17/2014

**PATENT
REEL: 034532 FRAME: 0930**