

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
IGAL RAICHELGAUZ	02/15/2015
KARINA ODINAEV	02/15/2015
YEHOASHUA Y ZEEVI	02/16/2015
RECEIVING PARTY DATA	
Name:	CORTICA, LTD.
Street Address:	12 DAVID KHAKHMI ST.
Internal Address:	1ST FLOOR
City:	TEL AVIV
State/Country:	ISRAEL
Postal Code:	6777812
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14621661
CORRESPONDENCE DATA	
Fax Number:	(908)325-0276
<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:	908-655-6864
Email:	pair@mb-ip.com
Correspondent Name:	M&B IP ANALYSTS, LLC
Address Line 1:	45 S. PARK PLACE #262
Address Line 4:	MORRISTOWN, NEW JERSEY 07960
ATTORNEY DOCKET NUMBER:	CORT P0277
NAME OF SUBMITTER:	MICHAEL BEN-SHIMON
SIGNATURE:	/Michael Ben-Shimon/
DATE SIGNED:	03/19/2015
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 3	
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PATENT

REEL: 035197 FRAME: 0208

DECLARATION AND ASSIGNMENT FOR PATENT APPLICATIONS

As a below named inventor (designated as "the undersigned"), I hereby declare that:

This declaration is directed to: ☐ The attached application, or

☒ United States Application No. 14/621,661 filed on February 13, 2015

The application is entitled:

A SYSTEM AND METHOD FOR GENERATING AN ADVERTISEMENT EFFECTIVENESS PERFORMANCE SCORE

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations § 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

POWER OF ATTORNEY: I hereby appoint all attorneys and agents of **M&B IP ANALYSTS, LLC** who are listed under the USPTO Customer Number shown below as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith.

Address all correspondence to **CUSTOMER NUMBER 122066**.

The undersigned hereby acknowledges that any willful false statement made in this declaration is punishable under 18 U.S.C. §1001 by fine or imprisonment of not more than five (5) years, or both.

ASSIGNMENT

WHEREAS, **CORTICA, LTD.**, having an address at **MOSHE AVIV TOWER, 43 FLOOR, 7 JABOTINSKY ST., RAMAT GAN 52520 ISRAEL** (hereinafter "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under the above-identified application and invention, and to any Letters Patent(s) that may be granted therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

DECLARATION AND ASSIGNMENT FOR PATENT APPLICATIONS

The undersigned authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

The undersigned covenants and agrees that he has full right to convey the entire interest herein assigned, and has not executed, and will not execute, any agreement in conflict herewith.

The undersigned further covenants and agrees that he will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

In witness whereof, executed by the undersigned on the date opposite the undersigned name.

Full name of inventor: Igal RAICHELGAUZ

Inventor's Signature:  Date: 15-Feb-2015

Residence: New York, NY

Post Office Address: c/o Cortica, Ltd., Moshe Aviv Tower, 7 Jabotinsky St., Ramat Gan 52520 ISRAEL

Full name of joint inventor: Karina ODINAEV

Inventor's Signature:  Date: 15-Feb-2015

Residence: New York, NY

Post Office Address: c/o Cortica, Ltd., Moshe Aviv Tower, 7 Jabotinsky St., Ramat Gan 52520 ISRAEL

Full name of joint inventor: Yehoshua Y. ZEEVI

Inventor's Signature: _____ Date: _____

Residence: Haifa, ISRAEL

Post Office Address: c/o Cortica, Ltd., Moshe Aviv Tower, 7 Jabotinsky St., Ramat Gan 52520 ISRAEL

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In witness whereof, executed by the undersigned on the date opposite the undersigned name.

Full name of inventor: Igal RAICHELGAUZ

Inventor's Signature: _____ *Date:* _____

Residence: New York, NY

Post Office Address: c/o Cortica, Ltd., Moshe Aviv Tower, 7 Jabotinsky St., Ramat Gan 52520 ISRAEL

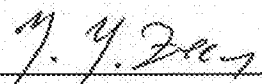
Full name of joint inventor: Karina ODINAEV

Inventor's Signature: _____ *Date:* _____

Residence: New York, NY

Post Office Address: c/o Cortica, Ltd., Moshe Aviv Tower, 7 Jabotinsky St., Ramat Gan 52520 ISRAEL

Full name of joint inventor: Yehoshua Y. ZEEVI

Inventor's Signature:  *Date:* 2/16/2015

Residence: Haifa, ISRAEL

Post Office Address: c/o Cortica, Ltd., Moshe Aviv Tower, 7 Jabotinsky St., Ramat Gan 52520 ISRAEL