

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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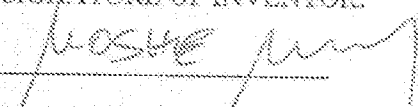
<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MOSHE MIZRAHY	01/14/2015
RONEN GOLAN	02/16/2015
NADAV KENNETH	02/16/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	QRATIVE LTD.
<b>Street Address:</b>	30 HAMAZBIIM
<b>City:</b>	TEL AVIV
<b>State/Country:</b>	ISRAEL
<b>Postal Code:</b>	6993510
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	13499926
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(703)683-4707
<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>Phone:</b>	703 838 5568
<b>Email:</b>	mail@i-p.co.il
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<b>Address Line 1:</b>	211 NORTH UNION STREET, SUITE 100
<b>Address Line 4:</b>	ALEXANDRIA, VIRGINIA 22314
<b>ATTORNEY DOCKET NUMBER:</b>	8167-US
<b>NAME OF SUBMITTER:</b>	OREN RECHES
<b>SIGNATURE:</b>	/OREN RECHES/
<b>DATE SIGNED:</b>	03/18/2015
<b>Total Attachments: 2</b>	
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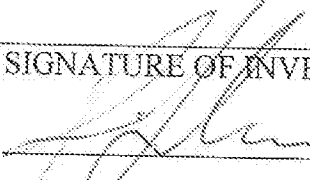
### ASSIGNMENT AND AGREEMENT

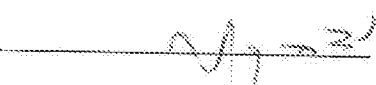
FOR good and valuable consideration, the receipt of which is hereby acknowledged, we, Moshe Mizrahy residing at 2 Yatzitz Street, Tel Aviv 69419, Israel; Ronen Golan residing at 43/b Gordon Street, Rehovot 76287, Israel; Nadav Kenneth residing at 20 Hamazblim Street, Tel Aviv 6993510, Israel; have sold, assigned and transferred, and do hereby sell, assign and transfer, unto Qrative LTD. a corporation of Israel, having its principal place of business at 20 Hamazblim Street, Tel Aviv 6993510 Israel, and its successors, assigns, and legal representatives, the entire right, title and interest in US Patent Application serial number 13/499,926 having a filing date of 07-24-2012, and is entitled METHOD, COMPUTER PRODUCT PROGRAM AND SYSTEM FOR ANALYSIS OF DATA

Together with the entire right, title and interest in and to the application, and in and to Letters Patent which may be issued upon the application, and upon any division, extension, continuation or reissue thereof or any foreign patent application which claims priority from the application;

We hereby waive any claim to obtain any additional benefits (including royalties) in relation to each and every of the following patents and patent applications or to the subject matter disclosed in each and every of the following patents and patent applications or in any patent or patent application that claims priority from each and every of the following patents and patent applications, or any other patent application related to the subject matter of each and every of the following patents and patent applications.

FULL NAME OF INVENTOR: Moshe Mizrahy	FULL NAME OF WITNESS: _____
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: _____
DATE OF SIGNATURE: 14/1/15	ADDRESS OF WITNESS: _____

FULL NAME OF INVENTOR: <b>Ronen Golan</b>	FULL NAME OF WITNESS: _____
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: _____
DATE OF SIGNATURE: <b>FEB, 16 2015</b>	ADDRESS OF WITNESS: _____

FULL NAME OF INVENTOR: <b>Nadav Kenneth</b>	FULL NAME OF WITNESS: _____
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: _____
DATE OF SIGNATURE: <b>Feb - 16 - 2015</b>	ADDRESS OF WITNESS: _____