PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3324617

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|----------------------|----------------|
| YANIV SHMUELI | 03/22/2015 |
| ROY UDASSIN | 03/22/2015 |
| SAGI KEREN-HASELKORN | 03/22/2015 |

RECEIVING PARTY DATA

| Name: | KENSHOO LTD. | |
|-----------------|-------------------|--|
| Street Address: | 6 HABARZEL STREET | |
| City: | TEL AVIV | |
| State/Country: | ISRAEL | |
| Postal Code: | 58034 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 14660643 |

CORRESPONDENCE DATA

Fax Number:

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.

Phone: +972-54-670-4936

Email: mail@ipatentsolutions.com

Correspondent Name: STEPHEN BUKSTEIN

Address Line 1: 7 YUVAL NA'AMAN STREET Address Line 4: REHOVOT, ISRAEL 7608608

| ATTORNEY DOCKET NUMBER: | S150002US | |
|-------------------------|--|--|
| NAME OF SUBMITTER: | STEPHEN BUKSTEIN | |
| SIGNATURE: | /SDB/ | |
| DATE SIGNED: | : 04/24/2015 | |
| | This document serves as an Oath/Declaration (37 CFR 1.63). | |

Total Attachments: 3

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PATENT 503277999 REEL: 035498 FRAME: 0627

ASSIGNMENT Docket No. 8150000009

Tida: "LIVE DATABASE SCHEMA TREE CHANGE"

U.S. Serial No.: 14/660,643

ASSIGNMENT

This Assignment is made and executed by:

| SHMUELI, Yaniv | UDASSIN, Roy | KEREN-HASELKORN, Sagi |
|--------------------|-----------------------|-----------------------|
| 174 Myrde Ayenne | 21 Ha-Zanhanim Street | 3B Kashani Street |
| Millbura, NJ 07041 | 5344404 Givaataim | 6949905 Tel Aviv |
| USA | ISRAEL | ISRAEL |

(hereinafter "Assignors"), to and in favor of Kenshoo Ltd., having a business address of 6 Habarzel Street, 58034 Tel Aviv, ISRAEL(hereinafter "Assignée").

Whereas each of the Assignors desires to assign his entire right, title and interest in and to the invention described in the non-provisional patent application for a United States Patent entitled "LIVE DATABASE SCHEMA TREE CHANGE" Serial No 14/660,643. filed on March 17, 2015 (hereinafter the "Patent Application") and all patents, patent applications and the like on the invention to Assignee for valuable consideration; and

Whereas Assignee has provided such valuable consideration to the Assignora;

Accordingly, Assignors each warrant, covenant and agree as follows:

- 1. Each of the Assignors hereby sells, assigns and conveys to Assignee such Assignor's entire right, title and interest in and to the invention described in the Patent Application, including the Patent Application itself and all substitute, continuation, continuation-in-part and divisional applications based in whole or in part on the Patent Application, and including all patents resulting therefrom and all reissues and extensions thereof, and including any and all rights of priority resulting from the filing of any such applications within the United States.
- 2. Each of the Assignors hereby sells, assigns and conveys to Assignee such Assignor's entire right, title and interest in all counterparts to the Patent Application that have been or may be filed outside the United States or under the Patent Cooperation Treaty, whether pursued as a patent an inventor's certificate, a utility model or the like, including all rights of priority based on the Patent Application, further including all continuation, continuation-in-part and divisional applications based in whole or in part on the non-U.S. counterparts, and still further including all patents, inventor's certificates, utility models, reissues and extensions resulting from any of the non-U.S. counterparts.
- 3. Each of the Assignors hereby grants to Assignee the sole and exclusive right to prosecute the Patent Application and all related applications as described in Paragraphs 1 and 2 above, as well as any opposition proceedings, reissue applications, reexaminations, and nullity or invalidity proceedings. Each of the Assignors authorizes all governmental bodies having the power to issue patents, inventor's certificates or utility models to issue a patent, inventor's certificate or

THE: "LIVE DATABASE SCHEMA TREE CHANGE"

U.S. Serial No.: 14/660.643

utility model based on the Patem Application or any related applications as described in Paragraphs 1 and 2 above in the name of Assignee.

- Each of the Assignors agrees upon request and without further consideration, but at Assignce's expense: (a) to assist Assignce in prosecuting the Patent Application and all related applications as described in Paragraphs 1 and 2 above, as well as opposition proceedings, reissue applications, reexaminations, and nullity or invalidity proceedings; (b) to provide Assignee with information concerning the Patent Application and the related applications described in Paragraphs 1 and 2 above to enable Assignee to obtain, secure and protect all of the rights, title and interest sold, assigned, conveyed and granted under this Assignment (the "Assigned Assets"); (c) to sign papers, take oaths and testify in legal proceedings to enable Assignee to obtain, secure and pretect the Assigned Assets; and (d) to perform all acts reasonably necessary to enable Assignee to obtain, secure and protect the Assigned Assets, including assistance in any proceedings pertaining to the Patent Application and the related applications described in Paragraphs 1 and 2 above of to their enforcement.
- S. Each of the Assignors warrants and covenants that such Assignor has the full right to sell, assign and convoy the Assigned Assets, that all of the Assigned Assets are free and clear of all mortgages, liens, security interests, charges, claims, royalty obligations and encumbrances of any nature whatsoever and that the Assignor has not executed and will not execute any agreement in conflict with this Assignment.
- Assignee may assign the Assigned Assets in whole or in part. All references berein to Assignce include any successors or assigns of Assignce.
- Bach of the Assignors acknowledges that Assignee has paid valuable consideration for the Assigned Assets.

| 22/3/15 | Like 25 |
|---------|----------------|
| Date | SHMUELI, Yaniv |
| | Y In Vin |
| 22/3/6 | Witness |
| Date | UDASSIN, Roy |
| | |
| | Witness |
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ASSIGNMENT Docker No. S150002US

Title: "LIVE DATABASE SCHEMA TREE CHANGE"

U.S. Sepal No.: 14/660,643

Date

KEREN-HASELKORN, Sagi

Mach 22nd 2015