

## PATENT ASSIGNMENT COVER SHEET

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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>
OMER AGIV	11/19/2013
ORI FINGERER	11/19/2013
GIL KAPLAN	11/19/2013
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	WEISSBEERGER LTD.
<b>Street Address:</b>	6 KAUFMAN STREET, BEIT GIBOR, 8TH FLOOR, SUITE 822
<b>City:</b>	TEL-AVIV
<b>State/Country:</b>	ISRAEL
<b>Postal Code:</b>	68012
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14650891
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(718)766-8494
<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>	7182468482
<b>Email:</b>	jason@ipatent.co.il
<b>Correspondent Name:</b>	JASON ROSENBLUM, C/O MARTIN MOYNIHAN
<b>Address Line 1:</b>	P.O. BOX 16446
<b>Address Line 2:</b>	PRTSI, INC.
<b>Address Line 4:</b>	ARLINGTON, VIRGINIA 22215
<b>ATTORNEY DOCKET NUMBER:</b>	62821
<b>NAME OF SUBMITTER:</b>	JASON H. ROSENBLUM
<b>SIGNATURE:</b>	/Jason H. Rosenblum/
<b>DATE SIGNED:</b>	08/19/2015
<b>Total Attachments: 1</b>	
source=62821 Executed Assignment#page1.tif	

**ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned:

**AGIV Omer**  
**FINGERER Ori**  
**KAPLAN Gil**

**5 Tachkemoni Street, 4728113 Ramat-HaSharon, Israel**  
**60 Mazeh Street, Apt. No. 2, 6578912 Tel-Aviv, Israel**  
**44 HaOnia Street, 75438 Rishon-LeZion, Israel**

hereby sell(s), assign(s) and transfer(s) to:

**WEISSBEERGER LTD.**

6 Kaufman Street  
Beit Gibor  
8th Floor, Suite 822  
68012 Tel-Aviv  
Israel

(hereinafter called the "Assignee"), its successors, assigns, nominees or other legal representatives, the undersigned's entire rights, title and interest in and to the invention titled, described and claimed in the following Patent Application:

**PCT Patent Application, Identified as Agent Docket No. 58005**  
**claiming priority of :**

**IL Patent Application No. 223576 filed: 12 December 2012**


**For: A SYSTEM FOR PRICING OPTIMIZATION AND DYNAMIC DISCOUNTS OF**  
**BEVERAGES ON-TRADE**

and in and to said Patent Application, and all original and reissued Patents granted therefore, and all divisions and continuations thereof, any corresponding PCT Patent Application and the National Phases thereof, including the right to apply and obtain Patents in all other countries, the priority rights under International Conventions, and the Letters Patent which may be granted thereon:

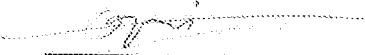
covenant that the undersigned have (has) the full right to convey the entire interest therein assigned;

authorize(s) and request(s) the Registrar of Patents, and any Official of any country whose duty it is to issue Patents on applications as aforesaid, to issue the said Letters Patent to the said Assignee;

and agree(s) to sign all lawful papers, make all rightful oaths, do all lawful acts requisite for such Patent Applications, and do everything possible to aid said Assignee to apply for, obtain and enforce Patent protection for said invention.

  
\_\_\_\_\_  
**AGIV Omer**

Date: 19/11/12

  
\_\_\_\_\_  
**FINGERER Ori**

Date: 19/11/12

  
\_\_\_\_\_  
**KAPLAN Gil**

Date: 19/11/2012

**PATENT**

**RECORDED: 08/19/2015**

**REEL: 036353 FRAME: 0430**