

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3639894

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MEIR ZOHAR	11/23/2015
NOAM KRONMAN	11/23/2015
MOSHE ROSENBLUM	11/23/2015
RECEIVING PARTY DATA	
Name:	FRESHUB LTD
Street Address:	9 HASIVIM STREET
City:	PETACH TIKVA
State/Country:	ISRAEL
Postal Code:	4959370
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14895375
CORRESPONDENCE DATA	
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<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>	
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NAME OF SUBMITTER:	MICHAEL J. FEIGIN, ESQ.
SIGNATURE:	/ Michael Feigin /
DATE SIGNED:	12/02/2015
Total Attachments: 8	
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LICENSED TO PRACTICE IN NEW YORK, NEW JERSEY, AND BEFORE THE U.S. PATENT OFFICE

Patent Application Assignment Agreement

Meir ZOHAR, having a place of residence at 15 Haim Landau Street, Givat Shmuel 5442456, ISRAEL;

Noam KRONMAN, having a place of residence at 15 Ha'admor Street, Rehovot 7620528, ISRAEL; and

Moshe ROSENBLUM, having a place of residence at 19 Smilanski Street, Petach Tikva 4947520, ISRAEL;

("the Assignors") invented a certain technology and hold all rights, title, and interest to their technology entitled **Methods and Devices for Smart Shopping** as described in a U.S. Patent application being filed on the same day of recordation of this Assignment Agreement at the U.S. Patent Office and which claims priority from PCT Patent Application Number PCT/IB2014/061992 filed June 5, 2014 and entitled "Methods and Devices for Smart Shopping" and from US Provisional Patent Application Number 61/831,166 filed on June 5, 2013 and entitled "Smart Shopping List"; and

Freshub LTD. (the "Assignee"), an Israeli Company having its headquarters and principal place of business at 9 HaSivim Street, Petach Tikva 4959370, ISRAEL desires to acquire rights in and to the technology disclosed in the Patent application, the Patent Application itself, and any resulting domestic or international Patents.

Therefore, in consideration of US\$1.00 and the promises and agreement contained herein and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignors assign to Assignee 100% of their right, title, and interest in the invention, Patent Application and any resulting Patents to Assignee for the entire term of the Patent Application or any resulting patents, whether domestic or international which claim priority to the Patent Application and any reissues or extensions and for the entire terms of any patents, reissues, or extensions that may issue from foreign applications, divisions, continuations in whole or part, or substitute applications filed claiming the benefit of the Patent Application as well as any priority rights resulting from patent application filings.

The right, title, and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignors had this assignment not been made.

Assignors further agree to (a) cooperate with Assignee in the protection of the patent rights and prosecution and protection of foreign counterparts; (b) execute, verify, acknowledge, and deliver all such further papers, including patent applications and instruments of transfer; and (c) perform such other acts as Assignee lawfully may request to obtain or maintain the Patent and any and all applications and registrations for the invention in any and all countries.

Meir ZOHAR:

[Signature] (Signature)

Date: 23.11.2015

Noam KRONMAN:

Noam Kronman (Signature)

Date: 23.11.2015

Moshe ROSENBLUM:

Moshe Rosenblum (Signature)

Date: 23.11.2015

November 23, 2015

To whom it may concern

Dear Sir/Madam,

Re: **Change of Name Certificate for Freshub Ltd. (formerly known as Smartli Ltd.)**

As Israeli counsel to Freshub Ltd. (the "Company"), we hereby confirm that the English translation attached hereto as **Exhibit A**, is a true and accurate translation of the Change of Name Certificate of the Company issued in Hebrew by the Registrar of Companies of Israel attached hereto as **Exhibit B**, which is valid and in effect as of the date hereof.

Sincerely,

P.P. Asael 
Raffi Magid, Adv.

EXHIBIT A

Translation of Change of Name Certificate

[NON-OFFICIAL TRANSLATION]

[Emblem of the State of Israel]

[Emblem of the Registrar of Companies]

The State of Israel

Ministry of Justice – Corporations Authority

Registrar of Companies and Partnerships

CHANGE OF NAME OF
COMPANY CERTIFICATE

This is to certify that the company

SMARTLI LTD.

Company No. 514760578

has changed its name and from hereon shall be named

פרשהב בע"מ

FRESHUB LTD.

Issued in Jerusalem on:

05/08/2014
9th of Av, 5774

Ministry of Justice
[State of Israel
Emblem]
Registrar of
Companies and
Partnerships

Derbabau Getta, Adv.
Corporations Authority
Registrar of Companies and Partnerships
[Signature]

PATENT

REEL: 037192 FRAME: 0184

EXHIBIT B
Change of Name Certificate



מדינת ישראל
משרד המשפטים - רשות התאגידים
רשם החברות והשותפויות



תעודת שינוי שם של חברה

וזאת לתעודה כי החברה

סמארטלי בע"מ

שםספרה 514760578

שינתה את שמה ומעתה תקרא בשם

פרשהב בע"מ

FRESHUB LTD

ניתנה בירושלים ביום:

05/08/2014

ט' אב תשע"ד



דרכבאן גסה, עו"ד
רשות התאגידים
רשם החברות והשותפויות

ADVANCE E-MAIL

PCT

NOTIFICATION OF THE RECORDING
OF A CHANGE(PCT Rule 92bis.1 and
Administrative Instructions, Section 422)

From the INTERNATIONAL BUREAU

To:

ROSENSWEIG, Anat
12 Bar-Ilan street
4370106 Ra'anana
ISRAËL

Date of mailing (day/month/year) 30 November 2015 (30.11.2015)	IMPORTANT NOTIFICATION
Applicant's or agent's file reference 109-001-01	
International application No. PCT/IB2014/061992	International filing date (day/month/year) 05 June 2014 (05.06.2014)

1. The following indications appeared on record concerning:		
☒ the applicant ☐ the inventor ☐ the agent ☐ the common representative		
Name and Address SMARTLI LTD 9 Hasivim street PO Box 7416 4959370 Petach Tikva Israel	State of Nationality IL	State of Residence IL
	Telephone No.	
	Facsimile No.	
	E-mail address iriz@smartli.com	
2. The International Bureau hereby notifies the applicant that the following change has been recorded concerning:		
☐ the person ☒ the name ☐ the address ☐ the nationality ☐ the residence		
Name and Address FRESHUB LTD. 9 Hasivim street PO Box 7416 4959370 Petach Tikva Israel	State of Nationality IL	State of Residence IL
	Telephone No.	
	Facsimile No.	
	E-mail address iriz@smartli.com ☒ Notifications by e-mail authorized	
3. Further observations, if necessary:		
4. A copy of this notification has been sent to:		
☐ the receiving Office ☐ the International Preliminary Examining Authority ☐ the International Searching Authority ☒ the designated Offices concerned ☐ the Authority(ies) specified for supplementary search ☐ the elected Offices concerned ☐ other:		

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland	Authorized officer Bellour Veronique e-mail ro.ib@wipo.int Telephone No. +4122 338 8602
Facsimile No. +41 22 910 06 10	