

## 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>
ARI M. FRANK	02/25/2016
GIL THIEBERGER	02/25/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AFFECTOMATICS LTD.
<b>Street Address:</b>	POB 294
<b>City:</b>	KIRYAT TIVON
<b>State/Country:</b>	ISRAEL
<b>Postal Code:</b>	36010
<b>PROPERTY NUMBERS Total: 3</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15051892
<b>Application Number:</b>	15052253
<b>Application Number:</b>	15052785
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>Email:</b>	tal@activekn.com
<b>Correspondent Name:</b>	ACTIVE KNOWLEDGE LTD.
<b>Address Line 1:</b>	POB 294
<b>Address Line 4:</b>	KIRYAT TIVON, ISRAEL 36010
<b>ATTORNEY DOCKET NUMBER:</b>	AF_CROWD1CIP1ALL_2LOC_3FO
<b>NAME OF SUBMITTER:</b>	TAL THIEBERGER
<b>SIGNATURE:</b>	/Tal Thieberger/
<b>DATE SIGNED:</b>	03/14/2016
<b>Total Attachments: 2</b>	
source=AF_Crowd1CIP1All_AF_Crowd1CIP2Loc_AF_Crowd1CIP3Foo_Assignment_Ari_Gil-signed#page1.tif	
source=AF_Crowd1CIP1All_AF_Crowd1CIP2Loc_AF_Crowd1CIP3Foo_Assignment_Ari_Gil-signed#page2.tif	

**ASSIGNMENT OF APPLICATION****WHEREAS, WE**

Ari M. Frank

Gil Thieberger

respectively, have invented certain new and useful improvements in:

Application Number	Filing Date	Title
15051892	Feb 24, 2016	Crowd-based scores for experiences from measurements of affective response
15052253	Feb 24, 2016	Crowd-Based Scores for Locations from Measurements of Affective Response
15052785	Feb 24, 2016	Crowd-based scores for food from measurements of affective response

and

**WHEREAS, Affectomatics Ltd.**

(hereinafter referred to as "ASSIGNEE"), 294 POB, Kiryat Tivon, 36010, ISRAEL, a limited liability company incorporated under the Laws of Israel, is desirous of acquiring the entire right, title and interest in and to said inventions and in and to any Letters Patents that may be granted therefore in the United States and in any and all foreign countries;

NOW, THEREFORE, for valuable consideration, receipt whereof is hereby acknowledged, and for other good and valuable consideration, WE, by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said inventions in the United States and in all foreign countries and the entire right, title and interest in and to any and all Letters Patents which may be granted therefore in the United States and in any and all foreign countries and in and to any and all divisions, reissues, continuations, CIPs, substitutions and renewals thereof.

WE, hereby authorize and request the Patent Office Officials in the United States and any and all foreign countries to issue any and all of said Letters Patents, when granted, to said ASSIGNEE as the assignee of our entire right, title and interest in and to the same, for the sole use and benefit of said ASSIGNEE, its successors and assigns, to the full end of the term for which said

Letters Patents may be granted, as fully and entirely as the same would have been held by us had this Assignment and sale not been made.

Further, WE agree that WE will communicate to said ASSIGNEE or its representatives any facts known to us respecting said inventions, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, CIP, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patents to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its successors and assigns, to obtain and enforce proper protection for said inventions in the United States and in any and all foreign countries.

The undersigned hereby grant the ASSIGNEE the power to insert on this assignment any further identifications, including application numbers and filing dates, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Feb 25, 2016	Ari M. Frank	/Ari M. Frank/
Date	Name of Inventor	Signature of Inventor
Feb 25, 2016	Gil Thieberger	/Gil Thieberger/
Date	Name of Inventor	Signature of Inventor