

## 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>
YANIV MEODED	05/26/2016
DANIEL SLUTSKY	08/29/2016
ASAF RUBIN	08/29/2016
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<b>Postal Code:</b>	6789104
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	15160757
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(202)737-3528
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<b>ATTORNEY DOCKET NUMBER:</b>	MEODED1A
<b>NAME OF SUBMITTER:</b>	RONNI S. JILLIONS
<b>SIGNATURE:</b>	/Ronni S. Jillions/
<b>DATE SIGNED:</b>	06/22/2017
<b>Total Attachments: 2</b>	
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source=2017-06-21-SignedAssignment-MEODED1A#page2.tif	

**ASSIGNMENT**

Full Name of Inventor: Yaniv MEODED  
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Full Name of Inventor: Daniel SLUTSKY  
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Full Name of Inventor: Asaf RUBIN  
Citizenship: Israeli  
Post Office Address: 1 Haerez St.,  
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Israel

For good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the undersigned agree(s) to assign, and hereby do (does) assign, transfer and set over to

*Name of Assignee* Taboola.com Ltd  
Israeli Company, of  
*Address of Assignee* 7 Totzeret Haaretz Street,  
Tel Aviv 6789104  
Israel

(hereinafter designated as the Assignee) the entire right, title and interest for the United States, its territories, dependencies and possessions and elsewhere throughout the world, in the invention, and all applications for patent and any Letters Patent which may be granted therefore, as well as the right to claim priority from the first application filed for the invention known as

*Title* A SYSTEM AND METHOD FOR THE PRESENTATION OF ALTERNATIVE CONTENT TO VIEWERS VIDEO CONTENT

for which the undersigned has (have) executed an application for patent in the United States of America, the specification of which:

- ☐ is attached hereto.  
☒ was filed on 20/5/2016 as Application Serial No. 15/160,757

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional or reissue applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient or essential to its full protection and title in and to the invention hereby transferred.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division or re-issue thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

4) The undersigned agree(s) to communicate to the Assignee or representatives thereof any facts known to me (us) respecting the invention and improvements thereof, and will, upon request, but without expense to me (us), testify in any legal proceedings regarding the invention.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.


6) The undersigned hereby grant(s) the firm of Browdy and Neimark PLLC the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent Office for recordation of this document.

7) All existing rights and future rights relating to the invention are hereby assigned


8) This Assignment shall be binding upon my (our) heirs, executors, administrators, and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors and/or assigns of the Assignee.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

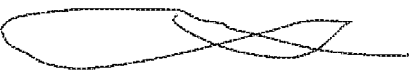
Full Name of Inventor: Yaniv MEODED

Inventor's Signature:  Date: May 26, 2016

Full Name of Inventor: Daniel SLUTSKY

Inventor's Signature:  Date: August 29th, 2016

Full Name of Inventor: Asaf RUBIN

Inventor's Signature:  Date: August 29th, 2016

Date: 29/8/16 Witness: 

Date: 29/8/16 Witness: 