

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
REAL AESTHETICS LTD.	03/17/2017
RECEIVING PARTY DATA	
Name:	PURE AESTHETICS LTD.
Street Address:	1 AGUDAT SPORT HAPOEL ST.
Internal Address:	JERUSALEM TECHNOLOGICAL GARDEN
City:	JERUSALEM
State/Country:	ISRAEL
Postal Code:	96951
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7914469
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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ATTORNEY DOCKET NUMBER:	1452433.106US2
NAME OF SUBMITTER:	DANIEL J. FIORELLO
SIGNATURE:	/DANIEL J. FIORELLO/
DATE SIGNED:	07/26/2017
Total Attachments: 2	
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ASSIGNMENT

WHEREAS,

REAL AESTHETICS LTD., a company registered in Israel, registration no. 51-443740-9, and with a place of business at 1 Agudat Sport HaPoel St., Jerusalem Technological Garden Jerusalem - 96951, Israel

hereinafter called "Assignor", is the rightful owner of certain inventions in CELLULITE ULTRASOUND TREATMENT, described in a specification filed as International Patent Application No. PCT/IL2004/000238, and national phase applications thereof, including, but not limited to, the following jurisdictions: Australia, Brazil, Canada, China, Europe, Israel, Japan, Mexico, and Russia;

WHEREAS, PURE AESTHETICS LTD., a company registered in Israel, registration no. 51-5269777, and with a place of business at 1 Agudat Sport HaPoel St., Jerusalem Technological Garden Jerusalem - 96951, Israel, hereinbelow called "Assignee", is desirous of securing an undivided One Hundred Percent (100%) of the entire right, title and interest in and to the said inventions, applications and Letters Patent, when granted, and in and to any national phase entry applications, divisions, continuations, continuations-in-part, improvements, reissues or extensions that may be made or granted on any of them;

NOW, THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to the Assignor in hand paid by the Assignee, and other good and valuable consideration, the receipt of which is hereby acknowledged. The Assignor, has sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over unto the said Assignee, its successors and assigns, an undivided One Hundred Percent (100%) of the entire right, title and interest throughout the world in and to the said inventions, applications and Letters Patent, when granted, and in and to any national phase entry applications, divisions, continuations, continuations-in-part, improvements, reissues or extensions that may be made or granted on any of them; and the Assignor hereby irrevocably authorizes and empowers said Assignee and its successors, assigns or nominees, to apply for recordation, registration or execution of the assignment or transfer of rights pursuant to this deed of assignment in any competent jurisdiction or forum; and to this end to appear on behalf of the Assignee before any and all such authorities or forums and to do all acts necessary or required to be done and sign on any necessary or required documents.

TO HAVE AND TO HOLD the same to the full end of the term or terms for which said Letters Patent may be granted, as fully and completely as the same might be held by the Assignor had this sale and assignment not been made.

For the consideration aforesaid, the Assignor hereby covenants and agrees to and with the said Assignee, its successors and assigns that whenever its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that formal application papers must be executed or an amendment to, or a division of, or any other proceeding or action in connection with said application or inventions, including interference proceedings, is lawful and desirable, or that a reissue or continuation, continuation-in-part or extension of said Letters

Patent is lawful and desirable, the Assignor will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the reissue or continuation, continuation-in-part or extension of same, and will do all acts necessary or required to secure to the said Assignee, its successors and assigns, the title to and full benefit of all rights hereby assigned, without charge to said Assignee or its successors or assigns, but at its or their expense.

AND the Commissioner of Patents and Trademarks, or any competent Officer, is requested to issue the said Letters Patent, when granted, in accordance with this sale and assignment.

For the consideration aforesaid, the Assignor has sold, assigned, transferred and set over and by these presents do sell, assign, transfer and set over unto the said Assignee, its successors and assigns, or the nominees of any of them, an undivided One Hundred Percent (100%) of the entire right, title and interest in and to any and all Letters Patent for said inventions which may be granted in all countries worldwide, and in and to any applications for Letters Patent which may be filed for said inventions in all countries worldwide, and in and to the inventions described in said applications; and the Assignor hereby authorizes and empowers said Assignee and its successors, assigns or nominees, to apply for Letters Patent or other form of protection on said inventions in its own name or in the name of its successors, assigns or nominees, in any or all countries where it may desire to file such applications, and where said applications may be filed by another other than the inventor, and the Assignor hereby covenants and agrees to sign all papers and drawings, take all rightful oaths, execute all rightful affidavits, and do all acts necessary or required to be done for the procurement and maintenance of Letters Patent or other form of protection for said inventions in all countries worldwide, and for further investing or confirming the right and title thereto in

the Assignee, its successors, assigns or nominees, but at its or their expense.
דוד רייכמן
REICHMAN (seal & signature)
5137400

דוד רייכמן
PURE AESTHETICS LTD
Co.No. 3152627 (seal & signature)

By: UAI SHEMESH

By: David Reichman
Nit Ruzian 7/7/17
Chairman

Title: Chairman

Title: Acting manager

Witness Name Mark Zelfond Signature

Witness Name Danny Feldheim Signature