

<b>PATENT ASSIGNMENT COVER SHEET</b>
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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>
ASSAF TOVAL	07/28/2015
KFIR MOYAL	08/10/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	BI SCIENCE (2009) LTD
<b>Street Address:</b>	6 HANECHOSHET ST.
<b>City:</b>	TEL-AVIV
<b>State/Country:</b>	ISRAEL
<b>PROPERTY NUMBERS Total: 4</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14540431
<b>Application Number:</b>	14540541
<b>Application Number:</b>	61903410
<b>Application Number:</b>	61903436
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(770)804-0900
<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>	7707090080
<b>Email:</b>	docket@srtslaw.com
<b>Correspondent Name:</b>	SMITH TEMPEL BLAHA, LLC
<b>Address Line 1:</b>	50 GLENLAKE PARKWAY
<b>Address Line 2:</b>	SUITE 340
<b>Address Line 4:</b>	ATLANTA, GEORGIA 30328
<b>ATTORNEY DOCKET NUMBER:</b>	02067.1010.1020
<b>NAME OF SUBMITTER:</b>	GREGORY SCOTT SMITH
<b>SIGNATURE:</b>	/Gregory Scott Smith/
<b>DATE SIGNED:</b>	09/07/2017
<b>Total Attachments: 3</b>	
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## ASSIGNMENT

WHEREAS, WE, **ASSAF TOVAL** having a mailing address of 5 Ayelet Chen St., Herzeliya IL 4637035 and **KFIR MOVAL**, having a mailing address of 15 Kehilat Odessa St., Tel-Aviv IL 6951115 (hereinafter referred to as **ASSIGNORS**), are the only joint inventors of the inventions by us described in and related to the documents filed with the United States Patent Office including: U.S. non-provisional application Serial Number 14/540,431 entitled "**BEHAVIORAL CONTENT DISCOVERY**" and filed on November 13, 2014, U.S. non-provisional Serial Number 14/540,541 entitled "**ANALYZING THE ADVERTISEMENT BIDDING-CHAIN**" and filed on November 13, 2014, U.S. provisional application Serial Number 61/903,410 filed on November 13, 2013, and U.S. provisional application Serial Number 61/903,436 filed on November 13, 2013;

WHEREAS, **BI SCIENCE (2009) LTD**, an Israeli company having a place of business at **6 Hanechoshet St. Tel-Aviv, Israel** (hereinafter referred to as **ASSIGNEE**), is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **ASSIGNORS** hereby sell, assign and transfer unto said **ASSIGNEE**, the entire right, title and interest in and to said invention, any patent applications that may be filed for said invention, and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations and continuations-in-part thereof, including the right to file foreign applications directly in the name of **ASSIGNEE** and to claim priority rights deriving from any United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, any application and all letters patent on said invention to be held and enjoyed by

ASSIGNEE and its successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefore.

Signature

ASSAF TOVAL

Name

Date

28/2/15

Witnessed by

Signature

Name

Date

Shavit Matik

10/8/15

Witnessed by

Signature

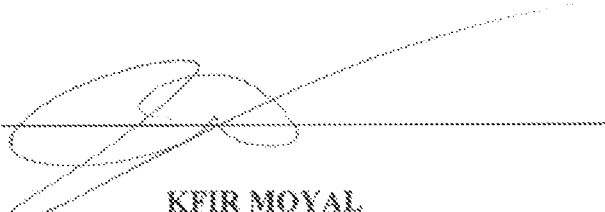
Name

Date

Ran Hain

10/08/15

Signature



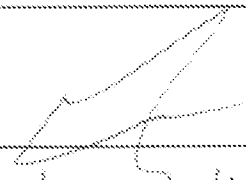
**KFIR MOYAL**

Name

Date

Witnessed by

Signature



Shavit Malik

Name

10/2/15

Date

Witnessed by

Signature



Ron Hain

Name

10/08/15

Date