

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4813194

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
REFAEL HOF	12/19/2017
YOSSEF RAICHMAN	12/19/2017
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ALTRIA ENTERPRISES II LLC
<b>Street Address:</b>	6601 WEST BROAD STREET
<b>City:</b>	RICHMOND
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	23230
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14662607
<b>Application Number:</b>	15559308
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(703)668-8200
<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>	7036688000
<b>Email:</b>	dcmalroom@hdp.com
<b>Correspondent Name:</b>	HARNES, DICKEY & PIERCE, P.L.C.
<b>Address Line 1:</b>	11730 PLAZA AMERICA DRIVE
<b>Address Line 2:</b>	SUITE 600
<b>Address Line 4:</b>	RESTON, VIRGINIA 20190
<b>ATTORNEY DOCKET NUMBER:</b>	24000DM-000003-US, 3-NP
<b>NAME OF SUBMITTER:</b>	ALEX C. CHANG, REG. NO. 52,716
<b>SIGNATURE:</b>	/Alex C. Chang/
<b>DATE SIGNED:</b>	02/07/2018
<b>Total Attachments: 8</b>	
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**INTELLECTUAL PROPERTY ASSIGNMENT**

This INTELLECTUAL PROPERTY ASSIGNMENT (the "Assignment") is made as of December 19, 2017, by and among REFAEL HOF and YOSSEF RAICHMAN ("Assignors" and each an "Assignor") and ALTRIA ENTERPRISES II LLC, a Virginia limited liability company ("Assignee"). Each of the parties named above may be referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, this Assignment is delivered pursuant to the terms of that certain Asset Purchase Agreement, dated as of November 3, 2017, by and among the Parties (the "Purchase Agreement"), pursuant to which Assignors have agreed to assign and transfer to Assignee, and Assignee desires to accept and assume from Assignors, Assignors' entire right, title and interest in and to the Assigned Intellectual Property (as defined below).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows.

1. Capitalized Terms. All capitalized terms used but not defined herein shall have the meanings ascribed to such terms in the Purchase Agreement. The following terms shall have the following meanings:

a. "Assigned Intellectual Property" means the Sellers-Owned Intellectual Property, including, but not limited to, the Technology and Intellectual Property Rights specifically set out in Schedule A attached hereto.

b. As defined in the Purchase Agreement (reproduced here for convenient reference), "Intellectual Property Rights" means all of the following whether registered or unregistered, which may exist or be created under the laws of any jurisdiction: (A) copyrightable works, copyrights, and all applications, registrations, and renewals in connection with these assets, and moral rights in these assets; (B) trademarks, trade names, service marks and service name rights and rights in logos, business names, and slogans; (C) trade secrets and other rights in know-how and confidential or proprietary information (including any business plans, designs, technical data, testing data, invention disclosures, customer data, financial information, pricing and cost information, bills of material, or other similar information); (D) all inventions (whether patentable or unpatentable and whether or not reduced to practice), all improvements to those inventions, and all patents (if any) and patent applications and registered design and registered design applications and patent disclosures relating thereto (and any patents that issue as a result of those patent applications), and any renewals, reissues, reexaminations, extensions, continuations, continuations-in-part, divisions and substitutions relating to any of such patents and patent applications in the United States, Israel and foreign countries; (E) all mask work rights; (F) URL and domain name registrations; and (G) any other intellectual proprietary rights now known or hereafter recognized in any jurisdiction worldwide.

c. As defined in the Purchase Agreement (reproduced here for convenient reference), "Sellers-Owned Intellectual Property" means all Technology and Intellectual Property Rights, and all associated Confidential Information owned by Assignors and related to the Business, including any Sellers Proprietary Software.

2. **Assignment.** Assignors confirm the assignment of, and do hereby sell, assign, transfer, convey and deliver to Assignee, its successors and assigns, Assignors' entire right, title and interest in and to the Assigned Intellectual Property. The foregoing assignment of Assigned Intellectual Property includes all rights to sue and recover and retain damages, costs and attorneys' fees for past, present and future infringement and misappropriation and any other rights relating to any of the foregoing, subject to the terms and conditions of the Purchase Agreement.

3. **Registrations.** Assignors do hereby authorize and request the Director of the United States Patent and Trademark Office, and directors of equivalent foreign patent offices, to issue any and all letters patent and trademark registrations which may be granted upon said Assigned Intellectual Property, or upon any improvements thereto, or any parts thereof, when granted, to Assignee.

4. **Conflict.** This Assignment is subject to all of the terms and conditions of the Purchase Agreement. No provision of this Assignment shall be deemed to enlarge, alter or amend the terms or provisions of the Purchase Agreement. Notwithstanding anything to the contrary set forth herein, if there is any conflict between the terms and conditions of this Assignment and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall control.

5. **Successors and Assigns.** This Assignment shall be binding upon each of the Parties hereto and their respective successors and permitted assigns.

6. **Entire Agreement.** This Assignment, the Purchase Agreement and the other agreements and instruments delivered by the Parties pursuant to Purchase Agreement are the complete and exclusive statement of the agreement between the Parties and supersede all prior proposals, understandings and all other agreements, oral and written, between the Parties relating to the subject matter of this Assignment. This Assignment may not be modified or altered except by written instrument duly executed by each of the Parties.

7. **Governing Law.** This Assignment shall be solely governed by, and construed in accordance with, the laws of the State of Israel, without giving effect to any other choice of law or conflict of law provision or rule (whether of the State of Israel or otherwise) that would cause the application of the laws of any jurisdiction other than the State of Israel.

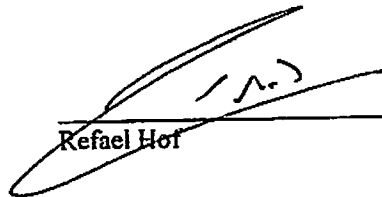
8. **Counterparts.** This Assignment may be executed in several counterparts, each of which shall constitute an original and all of which, when taken together, shall constitute one agreement.

9. **Severability.** Any term or provision of this Assignment that is invalid or unenforceable in any situation in any jurisdiction shall not affect the validity or enforceability of the remaining terms and provisions hereof or the validity or enforceability of the offending term or provision in any other situation or in any other jurisdiction.

[SIGNATURE PAGE FOLLOWS]

IN TESTIMONY WHEREOF, the parties hereto have duly executed and delivered this Assignment as of the date first written above.

ASSIGNORS:

  
\_\_\_\_\_  
Refael Hor

  
\_\_\_\_\_  
Yossef Raichman

ASSIGNEE:

ALTRIA ENTERPRISES II LLC

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

*[Signature Page to Intellectual Property Assignment]*

IN TESTIMONY WHEREOF, the parties hereto have duly executed and delivered this Assignment as of the date first written above.

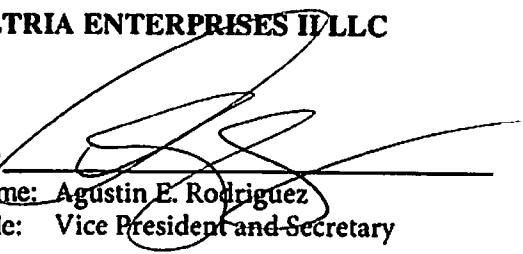
**ASSIGNORS:**

\_\_\_\_\_  
Rafael Hof

\_\_\_\_\_  
Yosief Raichman

**ASSIGNEE:**

**ALTRIA ENTERPRISES II LLC**

By:   
\_\_\_\_\_  
Name: Agustin E. Rodriguez  
Title: Vice President and Secretary

*{Signature Page to Intellectual Property Assignment}*

**PATENT**  
**REEL: 044851 FRAME: 0564**

**SCHEDULE A**  
**Technology and Intellectual Property Rights**

<b>Jurisdiction</b>	<b>Application number</b>	<b>Priority</b>	<b>Filing date (or effective filing date)</b>	<b>Inventors</b>	<b>Status</b>	<b>STC Ref.</b>
USA	US 14/662,607	N/A	March 19, 2015	Yossef Raichman	Pending, restriction requirement received	82126
PCT	PCT/IL2016/050293	US 14/662,607	March 17, 2016	Yossef Raichman	Entered national phase	85146
USA	US 15/559,308	Nat. Phase of PCT/IL2016/050293, which claims priority from US 14/662,607	March 17, 2016	Yossef Raichman	Pending	88731
Europe	EP 16764346.9	As above	March 17, 2016	Yossef Raichman	Pending	88732
China	Not yet received	As above	March 17, 2016	Yossef Raichman	Pending	88733
Japan	2017-549079	As above	March 17, 2016	Yossef Raichman	Pending	88734
India	201717034587	As above	March 17, 2016	Yossef Raichman	Pending	88735
Canada	2,980,260	As above	March 17, 2016	Yossef Raichman	Pending	88736
Australia	2016231790	As above	March 17, 2016	Yossef Raichman	Pending	88737



Brazil	BR 11 2017 0199165	As above	March 17, 2016	Yossef Raichman	Pending	88738
Russia	2017132703	As above	March 17, 2016	Yossef Raichman	Pending	88739
Indonesia	P00201706288	As above	March 17, 2016	Yossef Raichman	Pending	88740
Korea	10-2017-7030137	As above	March 17, 2016	Yossef Raichman	Pending	88741
Singapore	11201707526U	As above	March 17, 2016	Yossef Raichman	Pending	88742
OAPI	Not yet received	As above	March 17, 2016	Yossef Raichman	Pending	88743
ARIPO	Not yet received	As above	March 17, 2016	Yossef Raichman	Pending	88744
South Africa	2017/06227	As above	March 17, 2016	Yossef Raichman	Pending	88745
New Zealand	735437	As above	March 17, 2016	Yossef Raichman	Pending	88746
Thailand	1701005410	As above	March 17, 2016	Yossef Raichman	Pending	88747
Philippines	1-2017-501698	As above	March 17, 2016	Yossef Raichman	Pending	88748
Israel	254252	As above	March 17, 2016	Yossef Raichman	Pending	88749
USA	US 62/394,243	N/A	September 14, 2016	Yossef Raichman	Lapsed; priority filing for PCT Application PCT/IL2017/0510 41, below	
USA	US 62/453,544	N/A	February 02, 2017	Yossef Raichman	Pending	
USA	US 62/500,509	N/A	May 03, 2017	Yossef Raichman	Pending	
USA	US 62/525,773	N/A	June 28, 2017	Yossef Raichman	Pending	

PCT	PCT/IL2017/051041	US 62/394,243 (filed Sep. 14, 2016); US 62/453,544 (filed Feb. 02, 2017); US 62/500,509 (filed May 03, 2017); US 62/525,773 (filed June 28, 2017)	Sep. 14, 2017	Yossef Raichman	Pending	88194
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