

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4962597

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
OFER EGOZI	03/24/2014
AMIT MORAN	03/24/2014
OREN SHAMIR	03/25/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SEARS BRANDS, L.L.C.
<b>Street Address:</b>	3333 BEVERLY ROAD
<b>City:</b>	HOFFMAN ESTATES
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60179
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15980396
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)775-8100
<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>	312-775-8000
<b>Email:</b>	dwilson@mcandrews-ip.com
<b>Correspondent Name:</b>	MCANDREWS HELD & MALLOY, LTD
<b>Address Line 1:</b>	500 WEST MADISON STREET
<b>Address Line 2:</b>	SUITE 3400
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60661
<b>ATTORNEY DOCKET NUMBER:</b>	26523US03
<b>NAME OF SUBMITTER:</b>	MICHAEL T. CRUZ
<b>SIGNATURE:</b>	/Michael T. Cruz/
<b>DATE SIGNED:</b>	05/15/2018
<b>Total Attachments: 4</b>	
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**PATENT ASSIGNMENT**

For good and valuable consideration, receipt of which is hereby acknowledged, we, Ofer **Egozi** of 16 Halaguna Street, Kfar Vitkin 40200, Israel; Amit **Moran** of 3 Tzipora Tov Street, Rehovot, Israel 76349; and Oren **Shamir** of 6 Hamefales Street, Kfar Saba, Israel 44212, hereby sell and assign to **Sears Brands, L.L.C.**, ("**Assignee**"), an Illinois limited liability company, having its principal place of business at 3333 Beverly Road, Hoffman Estates, Illinois 60179, U.S.A., its successors, assigns, nominees, or other legal representatives, the entire right, title, and interest in and to the invention in **RECOMMENDATIONS BASED ON EXPLICIT USER SIMILARITY** invented by us, which has been assigned application number 14/206,913, and the application for United States patent therefor, the declaration, and all original and reissued patents granted therefor, and all divisions and continuations thereof, including the subject-matter of any and all claims which may be obtained in every such patent, and the right to apply for and obtain patents and Utility Model Registrations which may be granted thereon in such foreign countries, and authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any other country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue said Letters Patent or Utility Model Registration to the said Assignee, its successor, assigns, nominees, or other legal representatives, as assignee of the entire interest herein assigned. We covenant that we have not executed and will not execute any agreement in conflict herewith and agree that we will communicate to said Assignee, its successors, assigns, nominees, or other legal representatives, all facts known to us respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and do all lawful acts requisite for the application for such divisional, continuing, or reissue applications, or the procuring thereof, and that if and when said Assignee, its successors, assigns, nominees, or other legal representatives desire to file a disclaimer relating thereto, we will, upon request, sign all lawful papers requisite for the filing of such disclaimer. We further covenant and agree that we will, at any time upon request, do everything legally possible to aid said Assignee, its successors, assignees, nominees, or other legal representatives, either in its or their own names, to apply for, obtain, and enforce proper patent and/or Utility Model protection for said invention in all countries, all without further consideration but at the expense of said Assignee, its successors, assigns, nominees, or other legal representatives.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 24 day of March, 2014.

  
\_\_\_\_\_  
Ofer Egozi (signature)

NOTARIAL CERTIFICATE

State of: \_\_\_\_\_ )

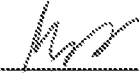
) SS.

County of: \_\_\_\_\_ )

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

Notary Public: \_\_\_\_\_ My commission expires: \_\_\_\_\_  
(signature)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 24 day of March, 2014.

  
\_\_\_\_\_  
Amit Moran (signature)

NOTARIAL CERTIFICATE

State of: \_\_\_\_\_ }  
County of: \_\_\_\_\_ } SS.

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

Notary Public: \_\_\_\_\_ My commission expires: \_\_\_\_\_  
(signature)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 25 day of March, 2014.

  
\_\_\_\_\_  
Oren Shamir (signature)

NOTARIAL CERTIFICATE

State of: \_\_\_\_\_ )  
County of: \_\_\_\_\_ ) SS.

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

Notary Public: \_\_\_\_\_ My commission expires: \_\_\_\_\_  
(signature)