

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT5318118

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
IGAL RAICHELGAUZ	11/25/2018
KARINA ODINAEV	11/25/2018
YEHOSHUA Y ZEEVI	11/25/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CORTICA LTD
<b>Street Address:</b>	103 ALLENBY STREET
<b>City:</b>	TEL AVIV
<b>State/Country:</b>	ISRAEL
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14955788
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	+972584170918
<b>Email:</b>	PATENTS@CORTICA.COM
<b>Correspondent Name:</b>	CORTICA LTD
<b>Address Line 1:</b>	103 ALLENBY STREET
<b>Address Line 4:</b>	TEL AVIV, ISRAEL
<b>ATTORNEY DOCKET NUMBER:</b>	COR-124
<b>NAME OF SUBMITTER:</b>	KARINA ODINAEV
<b>SIGNATURE:</b>	/KARINA ODINAEV/
<b>DATE SIGNED:</b>	01/10/2019
<b>Total Attachments: 3</b>	
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## ASSIGNMENT

This Assignment is made and executed by:

**Igal RAICHELGAUZ** of 2 HaMaccabi St., Tel Aviv 6329302, Israel

**Karina ODINAEV** of 2 HaMaccabi St., Tel Aviv 6329302, Israel

**Yehoshua Y ZEEVI** of 36 Downs St., Haifa 3434909, Israel

(hereinafter "Assignors"), to and in favor of

**CORTICA LTD.** An Israeli company of 103 Allenby St, 4th Floor, Tel Aviv 6513443 Israel

(hereinafter the "Assignee").

Whereas each of the Assignors desires to assign his entire right, title and interest in and to the invention described in the non-provisional patent application for a United States Patent entitled "**SYSTEM AND METHOD FOR BRAND MONITORING AND TREND ANALYSIS BASED ON DEEP-CONTENT-CLASSIFICATION**" filed on **2015-12-01** and was allocated Serial No. **14/955,788** (hereinafter the "Patent Application") and all patents, patent applications and the like on the invention to Assignee for valuable consideration; and

Whereas Assignee has provided such valuable consideration to the Assignors;

Accordingly, Assignors each warrant, covenant and agree as follows:

1. Each of the Assignors hereby sells, assigns and conveys to Assignee such Assignor's entire right, title and interest in and to the invention described in the Patent Application, including the Patent Application itself and all substitute, continuation, continuation-in-part and divisional applications based in whole or in part on the Patent Application, and including all patents resulting therefrom and all reissues and extensions thereof, and including any and all rights of priority resulting from the filing of any such applications within the United States.

2. Each of the Assignors hereby sells, assigns and conveys to Assignee such Assignor's entire right, title and interest in all counterparts to the Patent Application that have been or may be filed outside the United States or under the Patent Cooperation Treaty, whether pursued as a patent, an inventor's certificate, a utility model or the like, including all rights of priority based on the Patent Application, further including all continuation, continuation-in-part and divisional applications based in whole or in part on the non-U.S. counterparts, and still further including all patents, inventor's certificates, utility models, reissues and extensions resulting from any of the non-U.S. counterparts.

3. Each of the Assignors hereby grants to Assignee the sole and exclusive right to prosecute the Patent Application and all related applications as described in Paragraphs 1 and 2 above, as well as any opposition proceedings, reissue applications, reexaminations, and nullity or invalidity proceedings. Each of the Assignors authorizes all governmental bodies having the power to issue patents, inventor's certificates or utility models to issue a patent, inventor's

ASSIGNMENT

Docket No. COR-124

Title: "SYSTEM AND METHOD FOR BRAND MONITORING AND TREND ANALYSIS BASED ON DEEP-CONTENT-CLASSIFICATION"

U.S. Serial No. 14/955,788

certificate or utility model based on the Patent Application or any related applications as described in Paragraphs 1 and 2 above in the name of Assignee.

4. Each of the Assignors agrees upon request and without further consideration, but at Assignee's expense: (a) to assist Assignee in prosecuting the Patent Application and all related applications as described in Paragraphs 1 and 2 above, as well as opposition proceedings, reissue applications, reexaminations, and nullity or invalidity proceedings; (b) to provide Assignee with information concerning the Patent Application and the related applications described in Paragraphs 1 and 2 above to enable Assignee to obtain, secure and protect all of the rights, title and interest sold, assigned, conveyed and granted under this Assignment (the "Assigned Assets"); (c) to sign papers, take oaths and testify in legal proceedings to enable Assignee to obtain, secure and protect the Assigned Assets; and (d) to perform all acts reasonably necessary to enable Assignee to obtain, secure and protect the Assigned Assets, including assistance in any proceedings pertaining to the Patent Application and the related applications described in Paragraphs 1 and 2 above or to their enforcement.

5. Each of the Assignors warrants and covenants that such Assignor has the full right to sell, assign and convey the Assigned Assets, that all of the Assigned Assets are free and clear of all mortgages, liens, security interests, charges, claims, royalty obligations and encumbrances of any nature whatsoever and that the Assignor has not executed and will not execute any agreement in conflict with this Assignment.

6. Assignee may assign the Assigned Assets in whole or in part. All references herein to Assignee include any successors or assigns of Assignee.

7. Each of the Assignors acknowledges that Assignee has paid valuable consideration for the Assigned Assets.

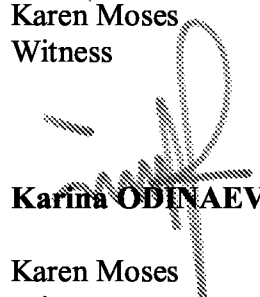
November 25, 2018  
Date



**Igal RAICHELEGAUZ**

Karen Moses  
Witness

November 25, 2018  
Date



**Karina ODINAEV**

Karen Moses  
Witness

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U.S. Serial No. 14/955,788

November 25, 2018

Date

  
Yehoshua Y ZEEVI

Karen Moses  
Witness

