505655208 09/05/2019 PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT5702014

SUBMISSION TYPE:		NEW ASSIGNMENT		
NATURE OF CONVEYANCE:		ASSIGNMENT		
CONVEYING PARTY DA	ТА			
		Name	Execution Date	
ALEX ALON			11/05/2014	
IRINA ALON			11/05/2014	
YARIV HADDAD			11/17/2014	
YOAV YADIN			11/17/2014	
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PATENT REEL: 050270 FRAME: 0482

DECLARATION AND ASSIGNMENT

AS A BELOW NAMED INVENTOR, I hereby declare that:

This declaration and assignment are directed to the attached patent application, entitled ANCHORS FOR LOCATION-BASED NAVIGATION AND AUGMENTED REALITY APPLICATIONS, which was filed as PCT Application PCT/IB2013/054540 on June 02, 2013 (hereinafter, the Application).

The above-identified Application was made or authorized to be made by me.

l believe I am the original inventor or an original joint inventor of a claimed invention in the Application.

I hereby acknowledge that any willful false statement made in the above declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

In consideration of the sum of one dollar (\$1.00) and other good and valuable consideration paid to me, the receipt and sufficiency of which are hereby acknowledged, I agree to assign, and hereby do assign, to:

SODYO LTD., an Israel company, having a place of business at 11C Sheshet Hayamim Street, Binyamina 30500, Israel (hereinafter, Assignee),

my entire right, title and interest in and to any and all inventions described and/or claimed in the Application (hereinafter, the Invention), including, without limitation, the above-mentioned Application itself and all other provisional and non-provisional applications deriving from the above-mentioned Application, and including any original and/or reissued Letters Patent of the United States granted for the Invention and any divisions, reissues, continuations, continuations-in-part, and extensions of any such patent application(s), and including any patents or other forms of protection of industrial property that may be granted in relation to the Invention in any other country, and including the rights to file and prosecute all applications for patents and other forms of protection of industrial property in the United States and other countries and to claim priority from the above-mentioned Application in the United States and in any other country, and including the subject matter of any and all claims which may be obtained in such patents and the right to enforce such patents.

I hereby authorize and request the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from the above-mentioned Application and any divisions, reissues, continuations, or continuations-in-part thereof to the Assignee, as Assignee of the entire interest, and likewise authorize officials of other countries to issue patents and other forms of industrial property protection to the Assignee.

I hereby covenant that I have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement in conflict herewith.

I agree to execute all papers in connection with the above-mentioned Application and any applications filed as divisions, reissues, continuations, or continuations-in-part thereof or otherwise deriving from the above-mentioned Application, including separate assignments in connection with

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such applications, that the Assignee may deem desirable for the purposes of obtaining, protecting and enforcing its rights in the Invention.

I agree to communicate to the Assignee or representatives thereof any facts known to me respecting the Invention and improvements thereof, and will, upon request, but without expense to myself, testify in any legal proceedings regarding the invention and provide any other assistance deemed necessary by the Assignee to obtain, protect and enforce its rights in the Invention.

This Assignment shall be binding upon the heirs, executors, administrators, and assigns of each of the Inventors listed below, and shall inure to the benefit of the heirs, executors, administrators, successors and assigns of the Assignee.

IN WITNESS WHEREOF, the Inventors have executed this Assignment on the date or dates indicated below:

First inventor: Alex Alon, citizen of Israel

Inventor signature: ______ Date: _____ Date: _____ 05, 11, 2014

Residence: 11C Sheshet Hayamim Street, Binyamina 30500, Israel

Second inventor: Irina Alon, citizen of Israel

Inventor signature: ______ Date: _____ Date: _____ 0.5.11.2014

Residence: 11C Sheshet Hayamim Street, Binyamina 30500, Israel

Third inventor: Yariv Haddad, citizen of Israel _____ Date: _____ / 7 . [1. / 4 Inventor signature: ____

Residence: 21 Bar Ilan Street, Ra'anana 43700, Israel

Fourth inventor: Yoav Yadin, citizen of Israel

Inventor signature: ______ Date: _____ Date: _____

Residence: 26/57 Derech Hayam, Ganei Tikva 55900, Israel