

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT6100745

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
RAMI PUZIS	04/25/2020
AVIAD ELYASHAR	04/23/2020
MAOR REUBEN	04/23/2020
<b>RECEIVING PARTY DATA</b>	
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<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	16840538
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	0-20-103(39917/US/19)
<b>NAME OF SUBMITTER:</b>	KEVIN D. MCCARTHY
<b>SIGNATURE:</b>	/Kevin D. McCarthy/
<b>DATE SIGNED:</b>	05/11/2020
<b>Total Attachments: 1</b>	
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ASSIGNMENT

WHEREAS, we -- **Rami PUZIS** residing at HaMeleh Yerovam Street 7/7, Ashdod, 7748707 Israel; **Aviad ELYASHAR** residing at Dunash Ben Labrat Street 14, Beer Sheva, 8465527 Israel; and **Maor REUBEN** residing at Dukhifat 14/12, Haifa 3299114 Israel -- invented a certain new, useful, and nonobvious invention entitled METHOD AND SYSTEM FOR INTERACTIVE KEYWORD OPTIMIZATION FOR OPAQUE SEARCH ENGINES, the specification of which was filed on April 6, 2020 and accorded US patent application serial number 16840538;

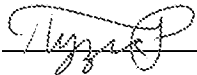
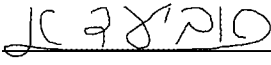
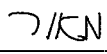
AND B. G. NEGEV TECHNOLOGIES AND APPLICATIONS LTD., AT BEN-GURION UNIVERSITY of P.O.B. 653, Beer Sheva 8410501, Israel ("Assignee") is desirous of acquiring all interest in said invention, said application, and in any Letters Patent which may be granted therefor;

AND WHEREAS, at the time the invention was made, we were under an obligation to assign all of the right, title and interest in my said invention to Assignee;

NOW THIS INDENTURE WITNESSETH, that for the sum of one dollar and other valuable consideration to us in hand paid, the receipt of which is hereby acknowledged, we hereby assign sell, and transfer unto Assignee the entire right, title and interest in said invention, said application, continuations, divisionals, any patent application that claims priority to the above-identified application and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said invention, and in and to any and all priority rights, rights under the Patent Cooperation Treaty, and other benefits accruing or to accrue to me or us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto.

And I and we hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Letters Patent to the Assignee or the assignee of the whole right, title and interest thereto.

And I and we further agree to sign and properly execute such necessary and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and for obtaining any reissue or reissues of any Letters Patent which may be granted for my or our aforesaid invention, as the assignee thereof shall hereafter require and prepare at its own expense.

Signature:			
Name Typed:	Rami PUZIS	Aviad ELYASHAR	Maor REUBEN
Date:	<u>25.04.2020</u>	<u>23/04/2020</u>	<u>23/04/2020</u>