

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6671694

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
LIOR GOLAN	04/21/2021
LIOR PAPIRBLAT	04/21/2021
RECEIVING PARTY DATA	
Name:	TABOOLA.COM LTD.
Street Address:	2 JABOTINSKY ST.
City:	RAMAT GAN
State/Country:	ISRAEL
Postal Code:	5250501
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17237576
CORRESPONDENCE DATA	
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<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>	
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Address Line 4:	WHIPPANY, NEW JERSEY 07981
ATTORNEY DOCKET NUMBER:	GLAP 10008
NAME OF SUBMITTER:	DANIEL J. GROSS
SIGNATURE:	/DANIEL J. GROSS/
DATE SIGNED:	04/22/2021
Total Attachments: 2	
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source=glap_10008_assign#page2.tif	

ASSIGNMENT

THIS APPLICATION ASSIGNMENT is made from the undersigned inventors (hereinafter, **Assignors**) to TABOOLA.COM LTD., a company incorporated under the law of the State of Israel having a place of business at 2 Jabotinsky St., Ramat Gan, 5250501 Israel (hereinafter, **Assignee**).

WHEREAS the Assignors have made an invention that is described in a patent application entitled

DISPLAY ADJUSTMENTS identified as docket 627-10.2 of Glazberg, Applebaum & Co. (hereinafter, the **Invention**) for which a Provisional Patent Application No. 63/013,856, titled "Graphical User Interface For Content Consumption" was filed on April 22, 2020 and for which a US Non Provisional Application will be filed (hereinafter, the **Patent Application**),

WHEREAS the Assignors have effectively assigned the Patent Application to the Assignee, as of the date of its incorporation,

Now therefore and for good and valuable consideration to the assignors, receipt of which is hereby acknowledged, the Assignors agree to assign, and hereby do assign, to the Assignee the entire right, title and interest in and to the Invention, including, without limitation, the Patent Application and all other provisional and non-provisional applications deriving from the Patent 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 Patent 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.

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

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

The Assignors agree to execute all papers in connection with the abovementioned patent application and any applications filed as divisions, reissues, continuations, or continuations-in-part thereof or otherwise deriving from the abovementioned patent application, including separate assignments in connection with such applications, that the Assignee may deem desirable for the purposes of obtaining, protecting and enforcing its rights in the Invention.

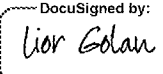
the Assignors agree to communicate to the Assignee or representatives thereof any facts known to them respecting the Invention and improvements thereof, and will, upon request, but without expense to them, testify in any legal proceedings regarding the invention and provide any other assistance deemed 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 Assignors, and shall inure to the benefit of the heirs, executors, administrators, successors and assigns of the Assignee.

The Assignors covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

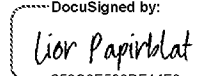
IN WITNESS WHEREOF, the Assignors have executed this Assignment on the date or dates indicated below:

Inventor: Lior GOLAN

Inventor signature:  Date: 21/04/2021
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Address: 8 Yosef Paamoni St., Tel Aviv, 6291803, Israel

Inventor: Lior PAPIRBLAT

Inventor signature:  Date: 21/04/2021
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Address: 9 Haim Herzog St., Hod HaSharon, 4528274, Israel