

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| TAPTICA, LTD. | 09/08/2022 |
| RECEIVING PARTY DATA | |
| Name: | TREMOR INTERNATIONAL LTD. |
| Street Address: | 82 YIGAL ALON STREET |
| City: | TEL AVIV |
| State/Country: | ISRAEL |
| Postal Code: | 6789124 |
| PROPERTY NUMBERS Total: 2 | |
| Property Type | Number |
| Patent Number: | 8577996 |
| Patent Number: | 9563826 |
| CORRESPONDENCE DATA | |
| Fax Number: | (312)609-5005 |
| <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> | |
| Phone: | 312-609-7798 |
| Email: | ablekhman@vedderprice.com |
| Correspondent Name: | AIDA BLEKHMAN |
| Address Line 1: | VEDDER PRICE P.C. |
| Address Line 2: | 222 NORTH LASALLE STREET, SUITE 2500 |
| Address Line 4: | CHICAGO, ILLINOIS 60601 |
| ATTORNEY DOCKET NUMBER: | 56257.00.0002 |
| NAME OF SUBMITTER: | AIDA BLEKHMAN |
| SIGNATURE: | /Aida Blekhman/ |
| DATE SIGNED: | 09/08/2022 |
| Total Attachments: 1 | |
| source=Assignment U.S. Patent No.9563826 and 8577996#page1.tif | |

PATENT ASSIGNMENT AGREEMENT

This agreement is dated September 08th,, 2022 and is between the following parties:

Taptica, Ltd. an Israel limited company located and doing business at 82 Yigal Alon Street, Tel Aviv 6789124, Israel 13 Floor, Tel Aviv, Israel ("**Assignor**");

and

Tremor International Ltd., an Israel limited company located and doing business at 82 Yigal Alon Street, Tel Aviv 6789124, Israel ("**Assignee**").

The parties agree as follows:

1. Assignor conceived and reduced to practice certain new and useful inventions, improvements, discoveries, developments, designs, processes and techniques (collectively, "**Inventions**") and embodiment(s) of the Inventions are described and set forth in the following United States Patent ("**Patents** "):

| <u>TITLE</u> | <u>PATENT NO.</u> | <u>ISSUE DATE</u> |
|--|-------------------|-------------------|
| METHOD AND APPARATUS FOR TRACING USERS OF ONLINE VIDEO WEB SITES | 8,577,996 | 11/05/2013 |
| TECHNIQUES FOR RENDERING ADVERTISEMENTS WITH RICH MEDIA | 9,563,826 | 02/07/2017 |

2. Assignor hereby assigns, and transfers to Assignee all Assignor's right, title, and interest in, to, the Patent and any other application or Letters Patent related to the Inventions, including any divisional, reissue, substitution, extension, continuation, and continuation-in-part or equivalents thereto (collectively, "**Patent Rights**").

3. Assignor hereby further, assigns, and transfers to Assignee all Assignor's right, title, and interest in and to any related or counterpart patent applications, invention registrations or equivalents thereto and any patent therefrom in all countries foreign to the United States, including the right to claim priority under the International Convention for the Protection of Industrial Property and other agreements and treaties of like purpose, claiming similar subject matter of the Patent Rights.

4. Assignor represents and warrants that all such assignments, and transfers are valid and free and clear of all liens, encumbrances, and claims of third parties.

5. This agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors, permitted assigns, heirs, legatees, and personal representatives, as the case may be.

6. Assignor covenants to (a) execute any and all documents and any other papers necessary to perfect and vest such rights, title, and interest in, to, and under the Patent Rights in Assignee; (b) assist Assignee in the prosecution of any other related applications, including signing all lawful papers and aiding Assignee to obtain and enforce proper protection for the Patent Rights in all countries; and (c) assist Assignee in the prosecution or defense of any legal proceeding that may arise related to the Patent Rights, including prompt notification, within one week, to Assignee of any subpoena, deposition, legal inquiry, legal proceeding or contact by any person other than Assignee regarding the Patent Rights.

TAPTICA, LTD.

TREMOR INTERNATIONAL, LTD.

Sign: Sagi Niri
Print: Sagi Niri
Title: CFO

Sign: Amy Rothstein
Print: Amy Rothstein
Title: CLO

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