

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SHLOMO LAHAV	06/09/2011
OFER RON	06/09/2011
RECEIVING PARTY DATA	
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17532038
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NAME OF SUBMITTER:	ATHENA KAKOLIRIS
SIGNATURE:	/Athena Kakoliris/
DATE SIGNED:	02/06/2023
Total Attachments: 3	
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source=_Assingment_InventorsAmadesa_095096-705697-001370US#page3.tif	

ASSIGNMENT

WHEREAS, I, SHLOMO LAHAV residing at 14 HAGAON ELIYAHU, RAMAT-GAN, ISRAEL 52364, and OFER RON residing at 4 Havradim #3, Giv'atayim, Israel 53401 (herein after referred to as ASSIGNORS) are the sole joint inventors of the invention by us described in and related to the documents entitled "METHOD AND SYSTEM FOR CREATING A PREDICTIVE MODEL FOR TARGETING WEB-PAGE TO A SURFER" filed with the United States Patent and Trademark Office concurrently with the present assignment and identified by attorney docket number 01042.1030 and customer number 35856, which application is a continuation-in-part of the patent application filed in the United States under the title of METHOD AND SYSTEM FOR CREATING A PREDICTIVE MODEL FOR TARGETING CONTENT TO A SURFER on July 16, 2009 and assigned Serial Number 12/504,266, which application claims priority to United States United States Provisional Application for Patent filed on July 25, 2008 and assigned serial number 61/083,551 and United States Provisional Application for Patent filed on July 25, 2008 and assigned serial number 61/083,558;

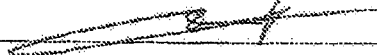
LTD

Assignors Initials	S.L.
Shlomo Lahav	S.L. 4/2/12
Ofer Ron	O.R. 4/2/2012

WHEREAS, AMADESA, INC., a corporation of the state of Israel having a place of business at 5 SHOHAM ST., RAMAT-GAN, ISRAEL 52521, (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, any patent applications that may be filed for said invention, and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in


any and all foreign countries, and in any and all divisions, reissues and continuations and continuations-in-part thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from any United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, any application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefore.

Signature 

Name SHLOMO LABAV

Date 6/9/11

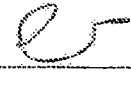
Witness 1

Signature 

Name David Shimon

Date 6/9/11

Witness 2

Signature 

Name Tomer Shechtman

Date 6/9/11

Signature _____

[Handwritten Signature]

OFER RON

Name

6/9/11

Date

Witness 1

Signature

[Handwritten Signature]
David Shimon

Name

6/9/11

Date

Witness 2

Signature

[Handwritten Signature]
Tomer Shostman

Name

6/9/11

Date