

# ASSIGNMENT OF APPLICATION

Docket No. (optional)

## Title of Invention

"USING CLOUD COMPUTING FOR GENERATING  
PERSONALIZED DYNAMIC AND BROADCAST QUALITY VIDEOS"

## Assignee Information

Assignee Name

Eyeview Inc.

Assignee Postal Address

108 Ehad Haam Street

65223 Tel-Aviv

ISRAEL

## Assignment of Property Rights

For good and valuable consideration paid to the undersigned inventor(s) hereinafter, "ASSIGNOR(S)" by the aforementioned ASSIGNEE, the receipt of which is hereby acknowledged, the undersigned ASSIGNOR(S) hereby sell(s), assign(s) and transfer(s) to ASSIGNEE the entire and exclusive right, title and interest in the aforementioned invention for which application for Letters Patent of the United States:

- (a) ☐ was filed on \_\_\_\_\_ and assigned serial number \_\_\_\_\_;  
(MM/DD/YYYY)
- (b) ☐ was executed on \_\_\_\_\_ or  
(MM/DD/YYYY)
- (c) ☒ was executed concurrently herewith.

and to said application and all Letters Patent of the United States granted on said application and any continuation, division, renewal, substitute, reissue or reexamination application based thereon, for the full term or terms for which said Letters Patent may be granted and including any extensions thereof (collectively, hereinafter, "said application(s) and Letters Patent(s)").

The ASSIGNOR(S) agree(s), when requested by said ASSIGNEE and without charge to but at the expense of said ASSIGNEE, to do all acts which the ASSIGNEE may deem necessary, desirable or expedient, for securing, maintaining and enforcing protection for said invention, including in the preparation and prosecution of said application(s) and the issuance of said Letters Patent(s), in any interference, reissue, reexamination, or public use proceeding, and in any litigation or other legal proceeding which may arise or be declared in relation to same, such acts to include but not be limited to executing all papers, including separate assignments and declarations, taking all rightful oaths, providing sworn testimony, and obtaining and producing evidence.

Any registered attorney of OH. D. GRASSER LTD., 10 HaSara St., P.O. Box 2496, 45500 Petach Tikva, ISRAEL is hereby authorized to insert in (a) the specified date, when known.

IN WITNESS WHEREOF, the undersigned inventor(s) have affixed their signature(s).

First Inventor

Signature

HARNEVO Oren

Date

4/31/12

Second Inventor

Signature

BARNEA Gal

Date

4/31/12