

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM722206

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Celltick Technologies Ltd.		04/02/2019	Limited Company: ISRAEL
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TABOOLA.COM LTD.		
<b>Street Address:</b>	2 Jabotinsky Street		
<b>Internal Address:</b>	32nd Floor		
<b>City:</b>	Ramat Gan		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	5250501		
<b>Entity Type:</b>	Private Limited Liability Company: ISRAEL		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5082047	S	
<b>Registration Number:</b>	5099445	S	
<b>Registration Number:</b>	5099443	S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2125939175		
<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>			
<b>Phone:</b>	2129800120		
<b>Email:</b>	pto@fkks.com		
<b>Correspondent Name:</b>	Catherine M.C. Farrelly		
<b>Address Line 1:</b>	28 Liberty Street		
<b>Address Line 4:</b>	New York, NEW YORK 10005		
<b>NAME OF SUBMITTER:</b>	Rachel Santori		
<b>SIGNATURE:</b>	/Rachel Santori/		
<b>DATE SIGNED:</b>	04/19/2022		
<b>Total Attachments: 6</b>			
source=Celltick Stylized S Trademark Assignment 2019.04.02#page1.tif			
source=Celltick Stylized S Trademark Assignment 2019.04.02#page2.tif			
source=Celltick Stylized S Trademark Assignment 2019.04.02#page3.tif			

OP \$90.00 5082047

source=Celltick Stylized S Trademark Assignment 2019.04.02#page4.tif

source=Celltick Stylized S Trademark Assignment 2019.04.02#page5.tif

source=Celltick Stylized S Trademark Assignment 2019.04.02#page6.tif

## **TRADEMARK ASSIGNMENT**

WHEREAS, Pursuant to the terms of a separate long form agreement between the parties, this trademark assignment (the “Assignment”) is made as of April 2, 2019 by and between Celltick Technologies Ltd., an Israeli limited company having a business address of 32 Maskit Street, Herzliya, Israel 46733 (“Assignor”), and TABOOLA.COM LTD., an Israeli private limited liability company having a business address of 2 Jabotinsky Street, 32nd Floor, Ramat Gan, Israel 5250501 (“Assignee”).

WHEREAS, Assignor owns registrations with the United States Patent and Trademark Office and the European Union Intellectual Property Office for the Stylized S trademark that are set out in the chart attached as **Exhibit A** (the “Stylized S Registrations”);

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire, all of Assignor’s right, title and interest in and to the Stylized S trademark including the Stylized S Registrations, together with any and all associated goodwill (collectively, the “Stylized S Mark”); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

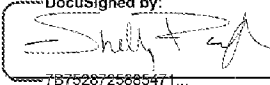
Assignor does hereby assign to Assignee all of its right, title and interest in and to the Stylized S Mark, together with any and all goodwill associated therewith.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date written above.

Celltick Technologies Ltd.

Taboola.com Ltd.

By: \_\_\_\_\_

By:  \_\_\_\_\_

Name: \_\_\_\_\_

Name: Shelly Paioff

Title: \_\_\_\_\_

Title: VP, Legal Affairs

TRADEMARK ASSIGNMENT

WHEREAS, Pursuant to the terms of a separate long form agreement between the parties, this trademark assignment (the "Assignment") is made as of April 2, 2019 by and between Celltick Technologies Ltd., an Israeli limited company having a business address of 32 Maskit Street, Herzliya, Israel 46733 ("Assignor"), and TABOOLA.COM LTD., an Israeli private limited liability company having a business address of 2 Jabotinsky Street, 32nd Floor, Ramat Gan, Israel 5250501 ("Assignee").

WHEREAS, Assignor owns registrations with the United States Patent and Trademark Office and the European Union Intellectual Property Office for the Stylized S trademark that are set out in the chart attached as Exhibit A (the "Stylized S Registrations");

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire, all of Assignor's right, title and interest in and to the Stylized S trademark including the Stylized S Registrations, together with any and all associated goodwill (collectively, the "Stylized S Mark"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor does hereby assign to Assignee all of its right, title and interest in and to the Stylized S Mark, together with any and all goodwill associated therewith.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date written above.



Celltick Technologies Ltd.



Taboola.com Ltd.


By: \_\_\_\_\_  
Name: RONEN DANIEL  
Title: CEO

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_


**EXHIBIT A**

Registrations with the United States Patent and Trademark Office:

Trademark	Class/Services	Registration Number	Registration Date
	<p><b><u>Class 9:</u></b> Downloadable software applications that allow mobile device users and smartphone users to personalize their user interface and launch applications and content through the home, start, lock or main screen of their mobile devices and smartphones; customized software applications and interfaces for manufacturers, mobile operators and media companies; software applications for mobile devices and smartphones for use in delivering advertising, marketing, coupons, social networking, and content delivery over mobile telecommunication networks, and browser software for accessing content and value added services through mobile devices and smartphones; software applications for use in accessing third party content; software for the facilitation of interactive multimedia communications; software for use in creating, editing, aggregating and delivering textual and graphic information to mobile telephone handsets, devices and smartphones; modular software for use in connection with a telecommunications network to enable provision of personalized, segmented, location-based, and/or time-specific information and content to mobile telephone handsets, devices and smartphones; game software for mobile devices and smartphones.</p>	5,082,047	November 15, 2016
	<p><b><u>Class 35:</u></b> Advertising, marketing, business management, business research and analytics and business administration by means of mobile devices, smartphones and the Internet; business administration of consumer loyalty programs; online media monitoring services using computer software to automatically monitor internet websites and online publications for customer-specified topics and to capture personalized content on those topics, and providing documentation and analysis of that online content to others for business purposes; professional business consultancy in the field of content and interface customization.</p>	5,099,445	December 13, 2016

	<p><b>Class 42:</b> Application services provider (ASP) services, namely, hosting computer and mobile software applications for others to enable users to utilize, view and access content of others and providing application programming interface (API) for use by mobile application developers; design, development, updating and upgrading of computer software applications for mobile devices and smartphones; installation and maintenance of computer software applications for mobile devices and smartphones; industrial research service in the field of multimedia interactive content; consulting in the design and development of software for processing and distribution of multimedia interactive content.</p>	5,099,443	December 13, 2016
---	---	-----------	-------------------

Registration with the European Union Intellectual Property Office:

Trademark	Class/Services	Registration Number	Registration Date
	<p><b>Class 9:</b> Software applications which allow mobile device users and smartphone users to personalize their user interface and launch applications and content through the home, start, lock or main screen of their mobile device and smartphone; customized software applications and interface for manufacturers, mobile operators and media companies; software applications for mobile devices and smartphones for use in delivering advertising, marketing, coupons, social networking, and content delivery over mobile telecommunication networks, and browser software for accessing content and value added services through mobile devices and smartphones; software applications for use in accessing third party content; software for the facilitation of interactive multimedia communications; software for use in creating, editing, aggregating and delivering textual and graphic information to mobile telephone handsets devices and smartphones; modular software for use in connection with a telecommunications network to enable provision of personalized and/or segmented and/or location-based and/or time specific information and content to mobile telephone handsets devices and smartphones; game software for mobile devices and smartphones.</p>	015220502	November 8, 2016

	<p><b><u>Class 35:</u></b> Advertising, business management, business research and analytics and business administration by means of mobile devices, smartphones and the Internet; providing personalized content, loyalty programs and reimbursement programs by means of mobile devices, smartphones and the Internet enabling mobile operators, mobile device manufacturers and media companies to provide personalised content, namely text, electronic documents, graphics and audio visual information, and loyalty programs, by means of mobile devices, smartphones and the internet to users for advertising purposes; professional business consultancy in the field of content and interface customization.</p> <p><b><u>Class 42:</u></b> Application services provider (ASP) services, namely, hosting computer and mobile software applications for others to enable users to utilize, view and access content of others; Design, development, updating and upgrading of computer software applications for mobile devices and smartphones; installation and maintenance of computer software applications for mobile devices and smartphones; industrial analysis, analytics and research service; technological consulting services regarding the creation and management of content in general and interactive content in particular.</p>		
--	--	--	--