

TRADEMARK ASSIGNMENT

02/06/2014

Electronic Version v1.1
Stylesheet Version v1.1

103665884

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Waze Mobile Ltd.		01/09/2014	CORPORATION: ISRAEL

RECEIVING PARTY DATA

Name:	Google Inc.
Street Address:	1800 Amphitheatre Pkwy.
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3713203	WAZE
Registration Number:	4303368	(DELETED)
Registration Number:	4310431	WAZE (DELETED)

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: lmdocketing@google.com

Correspondent Name: Google Inc.

Address Line 1: 1800 Amphitheatre Parkway

Address Line 4: Mountain View, CALIFORNIA 94043

ATTORNEY DOCKET NUMBER:

GT-0619-US-1 ETC.

NAME OF SUBMITTER:

Giselle C.W. Huron

Signature:

/Giselle C.W. Huron/

CH S90.00 3713203

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 7th day of January, 2014 by and between Waze Mobile Ltd. (hereinafter "Assignor"), with an address at 25 HaCharoshet, Raanana 43656, Israel, and Google Inc., a Delaware corporation ("Assignee"), having its place of business at 1600 Amphitheatre Parkway, Mountain View, California, 94043 USA.

WHEREAS, Assignor is the owner of the trademarks set forth in Schedule A attached hereto and incorporated herewith, and all other rights appurtenant, including, but not limited to, common law rights, title and interest, trade name rights and the right to recover for past infringement, worldwide, in and to said trademarks and any applications and registrations thereof (hereinafter collectively referred to as the "Trademarks");

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademarks; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks;

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks, together with (i) the goodwill symbolized by said Trademarks, (ii) all registrations and applications for the Trademarks, (iii) all income, royalties, damages and payments in respect of the Trademarks, and (iv) all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for infringement of the Trademarks.

Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. Assignee hereby agrees to defend, indemnify and hold harmless, Assignor, its officers, employees and agents from any loss, claim, damage, expense or liability which results from Assignee's registration, use or assignment of the Trademarks and its performance or breach of this Agreement.

WAZE MOBILE LTD.

By: 

Gavin Charlston

Printed Name

Authorized Representative by

Power of Attorney

granted August 6, 2013

Title

January 9, 2014
Date

GOOGLE INC.

By: 








Giselle C.W. Huron








Printed Name







Associate Trademark Counsel





Title

January 9, 2014
Date

COUNTRY	TRADEMARK	OWNER	APPL. NO.	REG. NO.
Argentina	WAZE & Design 	Waze Mobile Ltd.	3083423	
Australia	WAZE	Waze Mobile Ltd.	1125736	1125736
Belarus	WAZE	Waze Mobile Ltd.	1125736	1125736
Brazil	WAZE & Design 	Waze Mobile Ltd.	830960996	
Chile	WAZE & Design 	Waze Mobile Ltd.	950436	937802
China	WAZE	Waze Mobile Ltd.	1125736	1125736
China	WAZE DESIGN ONLY 	Waze Mobile Ltd.	1122480	1122480
Colombia	WAZE & Design 	Waze Mobile Ltd.	69996	438455
Costa Rica	WAZE & Design 	Waze Mobile Ltd.	11246	219904
CTM	WAZE	Waze Mobile Ltd.	007370398	007370398
CTM	WAZE	Waze Mobile Ltd.	1125736	1125736
CTM	WAZE DESIGN ONLY 	Waze Mobile Ltd.	1122480	1122480

COUNTRY	TRADEMARK	OWNER	APPL. NO.	REG. NO.
Dominican Republic	WAZE & Design 	Waze Mobile Ltd.	27176	193374
Ecuador	WAZE & Design 	Waze Mobile Ltd.	226387	
Egypt	WAZE	Waze Mobile Ltd.	1125736	1125736
El Salvador	WAZE & Design 	Waze Mobile Ltd.	113996	
Guatemala	WAZE & Design 	Waze Mobile Ltd.	9757	183790
Honduras	WAZE & Design 	Waze Mobile Ltd.	120863	120863
Iceland	WAZE	Waze Mobile Ltd.	1125736	1125736
Israel	OUTSMARTING TRAFFIC	Waze Mobile Ltd.	244010	
Israel	WAZE	Waze Mobile Ltd.	240475	240475
Israel	WAZE DESIGN ONLY 	Waze Mobile Ltd.	240478	240478
Japan	WAZE	Waze Mobile Ltd.	1125736	1125736
Japan	WAZE DESIGN ONLY 	Waze Mobile Ltd.	1122480	1122480
Kenya	WAZE	Waze Mobile Ltd.	1125736	1125736

COUNTRY	TRADEMARK	OWNER	APPL. NO.	REG. NO.
Mexico	WAZE & Design 	Waze Mobile Ltd.	1175612	1238983
Norway	WAZE	Waze Mobile Ltd.	1125736	1125736
Panama	WAZE & Design 	Waze Mobile Ltd.	209447	209447 01
Paraguay	WAZE & Design 	Waze Mobile Ltd.	48527	372489
Peru	WAZE & Design 	Waze Mobile Ltd.	453219	00178008
Republic of Korea (South)	WAZE	Waze Mobile Ltd.	1125736	1125736
Republic of Korea (South)	WAZE DESIGN ONLY 	Waze Mobile Ltd.	1122480	1122480
Russian Federation	WAZE	Waze Mobile Ltd.	1125736	1125736
Russian Federation	WAZE DESIGN ONLY 	Waze Mobile Ltd.	1122480	1122480
Serbia	WAZE	Waze Mobile Ltd.	1125736	1125736
Singapore	WAZE	Waze Mobile Ltd.	1125736	1125736
Switzerland	WAZE	Waze Mobile Ltd.	1125736	1125736
Turkey	WAZE	Waze Mobile Ltd.	1125736	1125736
Ukraine	WAZE	Waze Mobile Ltd.	1125736	1125736
United States of America	WAZE	Waze Mobile Ltd.	IR 1125736 US 79116560	IR 1125736 US 4319431
United States of America	WAZE	Waze Mobile Ltd.	77607428	3713203

COUNTRY	TRADEMARK	OWNER	APPL. NO.	REG. NO.
United States of America	WAZE DESIGN ONLY 	Waze Mobile Ltd.	IR 1122480 US 79115318	IR 1122480 US 4303368
Uruguay	WAZE & Design 	Waze Mobile Ltd.	429190	429190
Venezuela	WAZE & Design 	Waze Mobile Ltd.	9994	P318818
Vietnam	WAZE	Waze Mobile Ltd.	1125736	1125736
WIPO	WAZE	Waze Mobile Ltd.	1125736	1125736
WIPO	WAZE DESIGN ONLY 	Waze Mobile Ltd.	1122480	1122480