

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM347061

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Plenus Management		07/05/2015	LIMITED LIABILITY LIMITED PARTNERSHIP: ISRAEL
Plenus II, Limited Partnership		07/05/2015	LIMITED PARTNERSHIP: ISRAEL
Plenus II (D.C.M.), Limited Partnership		07/05/2015	LIMITED PARTNERSHIP: ISRAEL
Plenus III, Limited Partnership		07/05/2015	LIMITED PARTNERSHIP: ISRAEL
Plenus III (D.C.M.), Limited Partnership		07/05/2015	LIMITED PARTNERSHIP: ISRAEL
Plenus III (2), Limited Partnership		07/05/2015	LIMITED PARTNERSHIP: ISRAEL
Plenus III (C.I.), L.P.		07/05/2015	LIMITED PARTNERSHIP: ISRAEL
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CILICKTALE LTD.		
<b>Street Address:</b>	2 Shoham St.		
<b>Internal Address:</b>	Paz 2 Building		
<b>City:</b>	Ramat Gan		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	52521		
<b>Entity Type:</b>	LIMITED LIABILITY PARTNERSHIP: ISRAEL		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77192344	CLICKTALE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028576395		
<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>	202 857 6169		
<b>Email:</b>	henrye@arentfox.com		
<b>Correspondent Name:</b>	James R. Davis, II		

OP \$40.00 77192344

TRADEMARK

**Address Line 1:** 1717 K Street, NW  
**Address Line 2:** Arent Fox LLP  
**Address Line 4:** Washington, D.C. 20006

**ATTORNEY DOCKET NUMBER:** 35149/000

**DOMESTIC REPRESENTATIVE**

**Name:** James R. Davis, II  
**Address Line 1:** 1717 K Street, NW  
**Address Line 2:** Arent Fox LLP  
**Address Line 4:** Washington, D.C. 20006

**NAME OF SUBMITTER:** James R. Davis, II

**SIGNATURE:** /James R. Davis, II/

**DATE SIGNED:** 07/07/2015

**Total Attachments: 5**  
source=Release#page1.tif  
source=Release#page2.tif  
source=Release#page3.tif  
source=Release#page4.tif  
source=Release#page5.tif

**RELEASE OF SECURITY INTEREST IN PATENT AND TRADEMARK  
RIGHTS**

This is a Release of Security Interest in Patent and Trademark Rights ("Release"), entered into this 5th day of July, 2015, by and between:

PLENUS MANAGEMENT  
PLENUS II, LIMITED PARTNERSHIP  
PLENUS II (D.C.M.), LIMITED PARTNERSHIP  
PLENUS III, LIMITED PARTNERSHIP  
PLENUS III (D.C.M), LIMITED PARTNERSHIP  
PLENUS III (2), LIMITED PARTNERSHIP  
PLENUS III (C.I.), L.P. (collectively, "Lender"); and

CLICKTALE LTD. ("Debtor").

WHEREAS, Debtor and Lender entered into an agreement titled U.S Intellectual Property Security Agreement, dated January 30, 2013 ("Security Agreement"), which was recorded with the U.S. Patent and Trademark Office with respect to certain Patents and Trademarks (defined below) at the Reels and Frames noted in Schedule A; and

WHEREAS, Lender and Debtor are desirous of terminating the Security Agreement and releasing the security interests created therein, and assigning any rights and interests Lender may have acquired in the Patents and Trademarks back to Debtor.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Lender and Debtor agree as follows:

1. The Security Agreement is terminated, the security interests created therein are released, and Lender assigns to Debtor without any representations or warranties as to title or any other matter whatsoever, any and all rights and interests of Lender in:
  - a) all current and future United States patents and pending applications thereof owned by the Debtor, including but not limited to the patents and patent applications set forth in Schedule A hereto together with all reissues, divisionals, continuations, continuations-in-part, extensions, and reexaminations thereof, and all rights and interests therein provided by international treaties or conventions (the "Patents"), and
  - b) all current and future United States trademarks and service marks and pending applications thereof owned by the Debtor, including but not limited to the trademarks and service marks and pending applications set forth in Schedule A hereto, and all rights therein provided by international treaties or conventions (the "Trademarks").

Page 1 of 5

AFDOCS/12237806.1  
AFDOCS/12237806.1

*Elena H. Barclay, Adv.*  
License No. 28373

**TRADEMARK  
REEL: 005570 FRAME: 0427**

2. Debtor presently and hereafter holds title to the Patents and Trademarks in the same manner as would have been the case if the Security Agreement had never been entered into.
3. Any provision of this Release that is invalid, illegal, or unenforceable in any jurisdiction shall, as to that jurisdiction, be ineffective only to the extent of such invalidity, illegality, or unenforceability, and shall not in any manner affect the remaining provisions hereof in such jurisdiction or render any other provision of this Release invalid, illegal, or unenforceable in any other jurisdiction.
4. This Release shall be binding upon Lender and its respective successors and assigns, and shall inure to the benefit of the Debtor and Debtor's heirs, administrators, successors, and assigns.

*Signature page follows*

IN WITNESS WHEREOF, Lender has caused this Release to be executed by its duly authorized officer on the date first set forth above:

Lender  
PLENUS MANAGEMENT  
PLENUS II, LIMITED PARTNERSHIP  
PLENUS II (D.C.M.), LIMITED PARTNERSHIP  
PLENUS III, LIMITED PARTNERSHIP  
PLENUS III (D.C.M), LIMITED PARTNERSHIP  
PLENUS III (2), LIMITED PARTNERSHIP  
PLENUS III (C.I), L.P.

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

Print Name: Elana H. Garzday

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

~~Elana H. Garzday, Adv.  
License No. 29313~~

SCHEDULE A

Patents and Patent Applications

Registered Patents:

Country	Patent No./ Publication No.	Grant Date (Pub. Date)	Security Interest Filed	Reel/Frame	Description	Title
USA	7,941,525 B1	May 10, 2011	Feb. 5, 2013 Feb. 20, 2013 Feb. 5, 2013	29994/0352 30165/0080 29759/0609	Process of recording in-page events while compensating for differences between different devices	Method and system for monitoring an activity of a user

Patent Applications:

Country	App. No.	App. Filed	Security Interest Filed	Reel/Frame	Status	Description	Title
USA	13/052,729, A divisional application of US patent application No. 11/687,652, now US Patent 7,941,525	March 21, 2011	Feb. 5, 2013 Feb. 20, 2013 Feb. 5, 2013	29994/0352 30165/0080 29759/0609	Pending Examination	Process of playback and aggregation of in-page events while compensating for differences between different devices	Method and system for monitoring an activity of a user
USA	61/645,331	May 10, 2012			provisional	ClickTale for mobile, with focus on algorithms to calculate various heatmaps for mobile browsing data based on panning and zooming	Method and system for monitoring and tracking browsing activity on handled devices

Trademarks:

Country	Title	Mark	Filing Date	Serial REG No.	Security Interest Filed	Reel/Frame	Status
USA	ClickTale Ltd.	CLICKTALE	May 29, 2007	77192344	Feb. 5, 2013 Feb. 20, 2013	4956/0290 4966/0681	Registered
EU	ClickTale	CLICKTALE	May 23,	010907178			Registered

AFDOCS/12237806.1  
AFDOCS/12237806.1

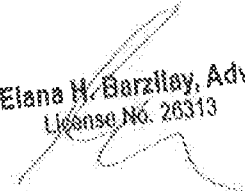
Page 4 of 5

*Elana H. Barzilai, Adv.*  
License No. 20313

**TRADEMARK**  
**REEL: 005570 FRAME: 0430**

(CTM)	Ltd.		2012				
-------	------	--	------	--	--	--	--

AFDOCS/12237806.1  
AFDOCS/12237806.1

  
Elana H. Barzilay, Adv.  
License No. 26313

Page 5 of 5