

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM465481

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900438991		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Taykey Inc.		03/07/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	INNOVID INC.		
Street Address:	30 Irving Place		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85847412	TAYKEY	
Serial Number:	85847421	TAYKEY	
Serial Number:	85847417	T	
CORRESPONDENCE DATA			
Fax Number:	6465531591		
<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>			
Phone:	6465531590		
Email:	trademark@koffskyschwalb.com		
Correspondent Name:	Mark I. Koffsky		
Address Line 1:	349 Fifth Avenue, Suite 733		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	1179.0101		
NAME OF SUBMITTER:	Mark I. Koffsky		
SIGNATURE:	/Mark I. Koffsky/		
DATE SIGNED:	03/13/2018		
Total Attachments: 1			
source=Revised Deed of Assignment US TM#page1.tif			

TRADEMARK ASSIGNMENT

WHEREAS, Taykey Inc. (the "ASSIGNOR"), a ^{(m/k) 4/24/18} limited liability corporation organized and existing under the laws of the State of Delaware, and having a business address of 22 West 21st Street New York, NY United States, owns and uses the following registered U.S. trademark (hereinafter "MARK"):

<u>MARK(S)</u>	<u>Serial No.</u>	<u>Registration No.</u>
Taykey	85847412	4406511
Taykey	85847421	4406513
T	85847417	4487341

4/24/18

(m/k)

corporation

WHEREAS, Innovid Inc. (the "ASSIGNEE") a ^{(m/k) 4/24/18} limited liability company organized and existing under the laws of the State Delaware, and having a business address of 30 Irving Place, New York, NY 10003 United States, desires to acquire the MARK, and past common law causes of action thereof;

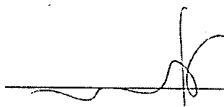
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE, all rights, title and interest in and to the MARK, together with the goodwill of the business connected with the MARK, and symbolized by the MARK. ASSIGNOR further assigns to ASSIGNEE the right to sue for past common law causes of action.

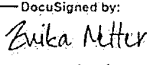
The ASSIGNOR agrees to execute, acknowledge and deliver such documents and other instruments that may be required to evidence or effectuate the sale, conveyance, assignment, transfer and delivery of the MARK to the ASSIGNEE.

This Assignment shall be binding upon the heirs, executors, administrators, and assigns of the ASSIGNOR, and shall inure to the benefit of the heirs, executors, administrators, successors and assigns of the ASSIGNEE.

TAYKEY INC.

INNOVID INC.



DocuSigned by:


Dated: March 7, 2018

Dated: 3/12/2018