

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM590180

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hello Heart Inc.		07/27/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Hello Doctor, Ltd.		
Street Address:	30 Ibn Gabirol		
City:	Tel Aviv		
State/Country:	ISRAEL		
Postal Code:	6407807		
Entity Type:	Corporation: ISRAEL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88777699	HELLO HEART	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	trademarkdocket@whitecase.com		
Correspondent Name:	Alexander Reid, White & Case LLP		
Address Line 1:	1221 Avenue of the Americas		
Address Line 2:	Trademark Department		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	1660408-0002		
DOMESTIC REPRESENTATIVE			
Name:	Alexander Reid, White & Case LLP		
Address Line 1:	1221 Avenue of the Ameicas		
Address Line 2:	Trademark Department		
Address Line 4:	New York, NEW YORK 10020		
NAME OF SUBMITTER:	Alexander Reid		
SIGNATURE:	/Alexander Reid/		
DATE SIGNED:	08/03/2020		

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Total Attachments: 1

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Trademark Assignment Agreement

This Trademark Assignment Agreement is made as of Monday, 27 July, 2020, by and between Hello Heart Inc., a Delaware corporation having an address at 545 Middlefield Road, Suite 260, Menlo Park, California, 94025, U.S.A. ("Assignor"), and Hello Doctor, Ltd., an Israel corporation having an address at 30 Ibn Gabirol, Tel Aviv, 6407807, Israel ("Assignee," and together with Assignor, the "Parties").

WHEREAS, Assignor has adopted, owns and is using the mark HELLO HEART (the "Mark") in connection with the following goods and services: Downloadable computer software for use on mobile devices to record blood pressure readings, medication intake, weight, and physical activity levels, and to obtain personalized healthy living tips and health status explanations based upon information obtained from third party sources in Class 9; Online journals, namely, blogs featuring information on the topic of heart health in Class 41; and Providing online computer software technical support and information services in Class 42;

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-referenced goods and services, Application Serial No. 88/777699 filed on January 29, 2020 (the "Application"); and

WHEREAS, Assignor wishes to convey, transfer and assign to Assignee the Mark and the Application and Assignee desires to acquire the Mark and the Application;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, the Application, all rights to sue, counterclaim, and to collect damages and payments for claims of past, present and future infringements, unfair competition, misappropriations or other violations thereof, and all income, royalties, damages and payments now or hereafter due or payable with respect to the Mark for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives or designees.

This Trademark Assignment Agreement shall be binding upon and shall inure to the benefit of the Parties and their respective successors and assigns.

Hello Heart Inc.

By:  _____

Name: Maayan Cohen

Title: CEO

Date: 07 / 27 / 2020

Hello Doctor, Ltd.

By:  _____

Name: Ziv Meltzer

Title: Israeli General Manager

Date: 07 / 27 / 2020