

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM863780

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	3		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cheq Technologies Inc.		12/14/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Cheq AI Technologies (2018) Ltd.		
Street Address:	23 Yehuda HaLevi Street		
City:	Tel Aviv		
State/Country:	ISRAEL		
Postal Code:	65136		
Entity Type:	Private Limited Company: ISRAEL		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4443182	ENSIGHTEN	
Registration Number:	4685329	ENSIGHTEN	
Registration Number:	4800197	ENSIGHTEN	
Registration Number:	4443935	ENSIGHTEN	
Registration Number:	4689330		
Registration Number:	4577289	ENSIGHTEN ACADEMY	
Registration Number:	5892588	MARSEC	
CORRESPONDENCE DATA			
Fax Number:	3124635001		
<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:	3124635000		
Email:	bwptotm@bannerwitcoff.com		
Correspondent Name:	Banner & Witcoff, Ltd.		
Address Line 1:	71 South Wacker Drive, Suite 3600		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Richard S Stockton		
SIGNATURE:	/Richard S. Stockton/		

CH \$190.00 4443182

DATE SIGNED:	12/26/2023
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Total Attachments: 7

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ASSIGNMENT

This Assignment is made and entered into by and between Cheq Technologies Inc., a company incorporated under the laws of Delaware, having its principal offices at 22 W 19th Street New York, NY 10011 ("ASSIGNOR") and Cheq AI Technologies (2018) Ltd., a company incorporated under the laws of Israel, having its principal offices at 23 Yehuda HaLevi Street Tel Aviv 65136 ("ASSIGNEE").

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does by this assignment hereby sell, assign and transfer all right title and interest to ASSIGNEE, its successors and assigns (collectively, "ASSIGNEE") all intellectual property owned by or licensed to ASSIGNOR, including but not limited to:

(1) all patents and patent applications including utility models, utility patent rights, design patent rights, and design registrations (collectively, "PATENTS");

(2) all registered and unregistered trademarks, trade names, domain names, brand names, service marks, trade dress, logos and similar designations, together with any accumulated goodwill (collectively, "MARKS");

(3) all copyrights and other works and rights of authorship, including but not limited to moral rights, and all applications, registrations and renewals in connection therewith, (collectively, "COPYRIGHTS"); and

(4) all other intellectual property rights, including but not limited to trade secrets, mask works and *sui generis* data rights (collectively with PATENTS, MARKS and COPYRIGHTS, "INTELLECTUAL PROPERTY").

The INTELLECTUAL PROPERTY includes, but is not limited to, the properties identified on Exhibit A. To the extent ASSIGNOR still owns any INTELLECTUAL PROPERTY at any date after this Assignment, ASSIGNOR does automatically by operation of this assignment hereby sell, assign and transfer all remaining right, title, and interest to ASSIGNEE. ASSIGNOR also agrees to assist ASSIGNEE with effectuating any recordation or other memorialization of ASSIGNEE's right, title and interest to the INTELLECTUAL PROPERTY, including but not limited to executing any necessary or desirous documentation. ASSIGNOR and ASSIGNEE acknowledge and agree that the Assignment includes, but is not limited to: (a) the right to sue, defend against and recover damages for or otherwise enforce past, present and future infringement claims with respect to the INTELLECTUAL PROPERTY and to freely control any such lawsuits or settlements of the same; (b) the right to be named as the holder of the INTELLECTUAL PROPERTY in the records of patent and trademark offices worldwide; (c) all rights to be named and registered or recorded as the owner of the INTELLECTUAL PROPERTY; (d) all rights to claim priority for any patents and patent applications and inventions identified therein, file and prosecute patent applications, and obtain, maintain and renew patents in its own name; (e) all rights to file and prosecute applications for registration of copyrights, trademarks and related rights and domain names pertaining to the COPYRIGHTS and MARKS, and obtain, maintain, and renew such registrations in its own name;

EXHIBIT A

US and International Patents

Country	Application No.	Filing Date	Patent No.	Issue Date	Expiration Date	Application Title
United States	13/340582	29-Dec-2011	8261362	04-Sep-2012	29-Dec-2031	Online Privacy Management
United States	13/554603	20-Jul-2012	8516601	20-Aug-2013	29-Dec-2031	Online Privacy Management
United States	13/433609	29-Mar-2012	8640037	28-Jan-2014	29-Mar-2032	Graphical Overlay Related to Data Mining and Analytics
United States	12/685268	11-Jan-2010	8996986	31-Mar-2015	15-Dec-2030	Enhanced Delivery of Content and Program Instructions
United States	14/490268	18-Sep-2014	8997081	31-Mar-2015	18-Sep-2034	Analytics for Mobile Applications
United States	13/833051	15-Mar-2013	9003552	07-Apr-2015	17-May-2032	Online Privacy Management
United States	14/555550	26-Nov-2014	9219787	22-Dec-2015	26-Nov-2034	Stateless Cookie Operations Server
United States	14/683352	10-Apr-2015	9288256	15-Mar-2016	10-Apr-2035	URL Prefetching
United States	14/030325	18-Sep-2013	9317490	19-Apr-2016	07-Jan-2034	Systems and Methods for 3-Tier Tag Container Architecture
United States	14/672718	30-Mar-2015	9436580	06-Sep-2016	14-Oct-2034	Analytics For Mobile Applications
United States	14/976859	21-Dec-2015	9553918	24-Jan-2017	26-Nov-2034	Stateful and Stateless Cookie Operations Servers
United States	15/218157	25-Jul-2016	9923900	20-Mar-2018	29-Dec-2031	Online Privacy Management System with Enhanced Automatic Information Detection
United States	15/925129	19-Mar-2018	10257199	09-Apr-2019	29-Dec-2031	Online Privacy Management System with Enhanced Automatic Information Detection
Australia	2011352038	02-Jul-2013	2011352038	15-Jan-2015	29-Dec-2031	Online Privacy Management
Belgium	14770801.0	10-Sep-2015	2973192	21-Feb-2018	13-Mar-2034	Online Privacy Management
European Patent Convention	14770801.0	10-Sep-2015	2973192	21-Feb-2018	13-Mar-2034	Online Privacy Management
France	14770801.0	10-Sep-2015	2973192	21-Feb-2018	13-Mar-2034	Online Privacy Management
Germany	14770801.0	10-Sep-2015	602014021281.6	21-Feb-2018	13-Mar-2034	Online Privacy Management
Ireland	14770801.0	10-Sep-2015	2973192	21-Feb-2018	13-Mar-2034	Online Privacy Management
United Kingdom	14770801.0	10-Sep-2015	2973192	21-Feb-2018	13-Mar-2034	Online Privacy Management

US Copyrights

Country	Work Title	Registration Status	Registration No.	Registration Date	Copyright Owner	Expiration Date
United States	Enlighten Tag Management Platform	Registered	1-663268371	18-Oct-2011	TXu001779614	18-Oct-2011
United States	Online Privacy Management	Registered	1-771049241	08-Nov-2013	TX0007814637	08-Nov-2013

US and International Trademark Registrations

Country	Trademark Name	Classification	Status	Application No.	Filing Date	Registration No.	Registration Date
United States	ENSIGHTEN	Class 42: Providing temporary use of online non-downloadable computer application software for	Registered	85/900255	10-Apr-2013	4443182	03-Dec-2013

EXHIBIT A



		mobile devices, computers and consumer electronic devices, namely, software for tracking websites, software for management of website tracking information, software for error-checking of website tracking information, software for website privacy and legal compliance monitoring and software for accelerating website performance					
United States	ENSIGHTEN	Class 35: Business monitoring services, namely, tracking web sites and applications of others to provide details about user click traffic or visits to the web site; Business monitoring and consulting services, namely, tracking web sites and applications of others to provide strategy, insight, marketing, sales, operation, product design, particularly specializing in the use of analytic and statistic models for the understanding and predicting of consumers, businesses, and market trends and actions	Registered	85/900242	10-Apr-2013	4685329	10-Feb-2015
United States		Class 35: Business monitoring services, namely, tracking web sites and applications of others to provide details about user click traffic or visits to the web site; Business monitoring and consulting services, namely, tracking web sites and applications of others to provide strategy, insight, marketing, sales, operation, product design, particularly specializing in the use of analytic and statistic models for the understanding and predicting of consumers, businesses, and market trends and actions	Registered	85/963709	19-Jun-2013	4800197	25-Aug-2015
United States		Class 42: Providing temporary use of online non-downloadable computer application software for mobile devices, computers and consumer electronic devices, namely, software for tracking websites, software for management of website tracking information, software for error-checking of website tracking information, software for website privacy and legal compliance monitoring and software for accelerating website performance	Registered	85/963768	19-Jun-2013	4443935	03-Dec-2013
United States		Class 35: Business monitoring services, namely, tracking web sites and applications of others to provide details about user click traffic or visits to the web site; Business monitoring and consulting services, namely, tracking web sites and applications of others to provide strategy, insight, marketing, sales, operation, product design, particularly specializing in the use of analytic and statistic models for the understanding and predicting of consumers, businesses, and market trends and actions	Registered	85/963704	19-Jun-2013	4689330	17-Feb-2015
United States	ENSIGHTEN ACADEMY	Class 41: educational services, namely, online and in-person classes and seminars in the field of agile marketing data management	Registered	85/974086	01-Jul-2013	4577289	29-Jul-2014
Australia	ENSIGHTEN	Class 42: Providing temporary use of online non-downloadable computer application software for mobile devices, computers and consumer electronic devices; providing temporary use of online non-downloadable computer application software for tracking websites, software for management of website tracking information, software for error-checking of website tracking information, software for website privacy and legal compliance monitoring and software for accelerating website performance	Registered	1598387	23-Dec-2013	1598387	13-Aug-2014
European Union	ENSIGHTEN	Class 35: Advertising, marketing and promotional services; Commercial trading and consumer information services namely Retail and wholesale services in relation to software, Auctioneering services, Rental of vending machines, Business contact services, Collective buying services; Commercial trading and consumer	Registered	012486841	09-Jan-2014	012486841	03-Dec-2014

EXHIBIT A

		<p>information services namely Commercial evaluation services including business monitoring services, namely, tracking web sites and applications of others to provide details about user click traffic or visits to the web site; business monitoring and consulting services, namely, tracking web sites and applications of others to provide strategy, insight, marketing, sales, operation, product design, particularly specializing in the use of analytic and statistic models for the understanding and predicting of consumers, businesses, and market trends and actions; Commercial trading and consumer information services namely Competition arrangements, Import and export services, Commercial trading and consumer information services namely mediation and negotiation of contracts [for others] services, Ordering services, Price comparing services, Procurement services for others, Subscription services; Business assistance, management and administrative services, Business analysis, research and information services; And advice, consultancy and information for the aforesaid, included in the class; none of the aforementioned services relating to dental products or dental services.</p> <p>Class 42: IT services namely Software development, programming and implementation, Computer hardware development, Hosting services, and software as a service and rental of software, Rental of computer hardware and facilities, IT consultancy, advisory and information services, IT security, protection and restoration, Data duplication and conversion services, data coding services; IT services namely Computer analysis and diagnostics, including providing temporary use of online non-downloadable computer application software for mobile devices, computers and consumer electronic devices, namely, software for tracking websites, software for management of website tracking information, software for error-checking of website tracking information, software for website privacy and legal compliance monitoring and software for accelerating website performance; IT services namely Research, development and implementation of computers and systems, Computer project management services, Data mining, Digital watermarking, Computer services, Technological services relating to computers, Computer network services, Updating of memory banks of computer systems, Data migration services, Updating websites for others, Monitoring of computer systems by remote access; Science and technology services; Testing, authentication and quality control; Design services; And IT services, namely, rental, hire and leasing of computer hardware and facilities; And advice, consultancy and information for the afore said, included in the class.</p>					
United Kingdom	ENSIGHTEN	<p>Class 35: Advertising, marketing and promotional services; Commercial trading and consumer information services namely Retail and wholesale services in relation to software, Auctioneering services, Rental of vending machines, Business contact services, Collective buying services; Commercial trading and consumer information services namely Commercial evaluation services including business monitoring services, namely, tracking web sites and applications of others to provide details about user click traffic or visits to the web site; business monitoring and consulting</p>	Registered	UK00912486841	09-Jan-2014	UK00912486841	03- Dec- 2014

EXHIBIT A

		<p>services, namely, tracking web sites and applications of others to provide strategy, insight, marketing, sales, operation, product design, particularly specializing in the use of analytic and statistic models for the understanding and predicting of consumers, businesses, and market trends and actions; Commercial trading and consumer information services namely Competition arrangements, Import and export services, Commercial trading and consumer information services namely mediation and negotiation of contracts [for others] services, Ordering services, Price comparing services, Procurement services for others, Subscription services; Business assistance, management and administrative services, Business analysis, research and information services; And advice, consultancy and information for the aforesaid, included in the class; none of the aforementioned services relating to dental products or dental services.</p> <p>Class 42: IT services namely Software development, programming and implementation, Computer hardware development, Hosting services, and software as a service and rental of software, Rental of computer hardware and facilities, IT consultancy, advisory and information services, IT security, protection and restoration, Data duplication and conversion services, data coding services; IT services namely Computer analysis and diagnostics, including providing temporary use of online non-downloadable computer application software for mobile devices, computers and consumer electronic devices, namely, software for tracking websites, software for management of website tracking information, software for error-checking of website tracking information, software for website privacy and legal compliance monitoring and software for accelerating website performance; IT services namely Research, development and implementation of computers and systems, Computer project management services, Data mining, Digital watermarking, Computer services, Technological services relating to computers, Computer network services, Updating of memory banks of computer systems, Data migration services, Updating websites for others, Monitoring of computer systems by remote access; Science and technology services; Testing, authentication and quality control; Design services; And IT services, namely, rental, hire and leasing of computer hardware and facilities; And advice, consultancy and information for the afore said, included in the class.</p>					
United States	MARSEC	Class 42: Software as a service (SAAS) services featuring software for use by others for use in enterprise data privacy and security management, to assess and protect an enterprise website from security threats and enforce enterprise website compliance with global privacy regulations	Registered	88/063653	02-Aug-2018	5892588	22-Oct-2019
European Union	MARSEC	Class 42: Software as a service (SAAS) services featuring software for use by others for use in enterprise data privacy and security management, to assess and protect an enterprise website from security threats and enforce enterprise website compliance with global privacy regulations	Registered	018014743	25-Jan-2019	018014743	9-Jul-2019

EXHIBIT A

United Kingdom	MARSEC	Class 42: Software as a service (SAAS) services featuring software for use by others for use in enterprise data privacy and security management, to assess and protect an enterprise website from security threats and enforce enterprise website compliance with global privacy regulations	Registered	UK00003369983	25-Jan-2019	UK00003369983	26-Apr-2019
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