

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM433045

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SmileBox Inc.		01/01/2016	Corporation: WASHINGTON
RECEIVING PARTY DATA			
Name:	Perion Network Ltd.		
Street Address:	26 HaRokmim St.		
Internal Address:	Azrieli Center 1, Building A, 4th Floor		
City:	Holon		
State/Country:	ISRAEL		
Postal Code:	5885849		
Entity Type:	Limited Liability Company: ISRAEL		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3278672		
Registration Number:	3362942		
CORRESPONDENCE DATA			
Fax Number:	3019720370		
<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:	5182808924		
Email:	trademarks@ems-legal.com		
Correspondent Name:	A. Tally Eitan		
Address Line 1:	18106 Kitchen House Court		
Address Line 2:	c/o Edna Eisemann		
Address Line 4:	Germantown, MARYLAND 20874		
NAME OF SUBMITTER:	Michelle Rosenberg		
SIGNATURE:	/mw/		
DATE SIGNED:	06/29/2017		
Total Attachments: 2			
source=Assignment #page1.tif			
source=Assignment #page2.tif			

CH \$65.00 3278672

ADDENDUM TO ASSET PURCHASE AGREEMENT

This addendum and amendment (the "Addendum") to a certain Asset Purchase Agreement dated January 1, 2016 (the "Agreement") is made as of May 14, 2017 by and between Perion Network Ltd., with offices at Azrieli Center 1, Building A, 4th Floor, 26 HaRoknimit St., Holon 5885849, Israel, (the "Purchaser"), and SmileBox Inc., with offices at 15809 Bear Creek Rpy, Redmond, WA, 98052, USA (the "Seller").

WHEREAS the Parties have executed the Agreement on December 2016 and have acted together to transfer the Trademarks, as defined in the Agreement, from the Seller to the Purchaser; and

WHEREAS in order to finalize the aforesaid transfer, the Parties are required to execute a document detailing all relevant Trademarks, all as detailed in this Addendum hereunder.

WHEREAS the Parties add to the Agreement a detailed list of the Trademarks, all as detailed in this Addendum hereunder.

NOW THEREFORE, in consideration of the mutual premises, covenants and understandings contained herein, the parties agree as follows:

1. All capitalized terms used but not defined in the Addendum shall have their respective meanings set forth in the Agreement, unless otherwise stated herein.
2. The Parties hereby agree that the attached Exhibit A includes a full list of all of the Trademarks which were sold by the Seller, effective January 1, 2016, and which were purchased by the Purchaser, all as further detailed in the Agreement.
3. It is further agreed that this Addendum does not change the state of the Trademarks in any manner, and is executed merely in order to allow the Parties to finalize the registration of the Trademarks under the Purchaser's ownership.
4. All terms and conditions as detailed in the Agreement shall continue to apply, unless otherwise agreed upon in writing by the Parties.

IN WITNESS WHEREOF, the parties have duly executed this Addendum on the day and year set forth above.

Perion Network Ltd.

By: [Signature]

Name: Yacov Kaufman

Title: CFO

Date: May 17, 2017

By: [Signature]

Name: galon carstel

Title: CFO

Date: 5/28/2017

SmileBox Inc.

By: [Signature]

Name: Yacov Kaufman

Title: CFO

Date: May 28, 2017

By: _____

Name: _____

Title: _____

Date: _____

File reference	TM/SM	Country	Filing No.	Filing date	Registration No.	Registration date	TM status
PT022/AU	SMILEBOX	Australia	1147036	02-12-05	901669	18-Dec-05	registered
PT022/CA	SMILEBOX	Canada	1270217	23-08-05	TMA736370	17-Mar-09	registered
PT022/CN	SMILEBOX	China	901669	02-12-05	901669	02-Dec-05	registered
PT022/DE	SMILEBOX	Germany	901669	02-12-05	901669	02-Dec-05	registered
PT022/FR	SMILEBOX	France	901669	02-12-05	901669	02-Dec-05	registered
PT022/KR	SMILEBOX	Korea	4520080059653 (901669)	02-12-05	34448-901	18-Dec-08	registered
PT022/US	SMILEBOX	USA	78/643698	03-06-05	3382879	12-Feb-08	registered
PT022/WO	SMILEBOX	PCT	901669	02-12-05	901669	02-Dec-05	registered
PT023/US1	Device (Smilebox teeth)	USA	77021755	16-10-06	3278672	14-Aug-07	registered
PT023/US2	Device (Smilebox teeth)	USA	77/021761	16-10-06	3362942	01-Jan-08	registered