Form 144 Filer Information

FORM 144

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information		
Filer CIK	0001967641	
Filer CCC	XXXXXXXX	
Is this a LIVE or TEST Filing?	● LIVE ○ TEST	
Submission Contact Information		
Name		
Phone		
E-Mail Address		
144: Issuer Information		
Name of Issuer	Innovid Corp.	
SEC File Number	001-40048	
Address of Issuer	30 IRVING PLACE, 12TH FLOOR NEW YORK NEW YORK 10003	
Phone	2129667555	
Name of Person for Whose Account the Securities are To Be Sold	Helmreich David	
See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.		
Relationship to Issuer	Officer	
144: Securities Information		
Title of the Class of Securities To Be Sold	COMMON	
Name and Address of the Broker	Morgan Stanley Smith Barney LLC Executive Services 200 W Civic Center Dr - 4th Floor SANDY UT 84070	
Number of Shares or Other Units To Be Sold	50000	
Aggregate Market Value	102500.00	
Number of Shares or Other Units Outstanding	144400000	
Approximate Date of Sale	05/22/2024	
Name the Securities Exchange	NYSE	

any part of the purchase price or other consideration therefor:

144: Securities To Be Sold		
Title of the Class	COMMON	
Date you Acquired	01/09/2024	
Nature of Acquisition Transaction	RESTRICTED STOCK	
Name of Person from Whom Acquired	ISSUER	
Is this a Gift?	Date Donor Acquired	
Amount of Securities Acquired	50000	
Date of Payment	01/09/2024	
Nature of Payment	COMPENSATION	

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	DAVE HELMREICH 30 IRVING PLACE, 12TH FLOOR NEW YORK NY 10003
Title of Securities Sold	RESTRICTED STOCK
Date of Sale	04/10/2024
Amount of Securities Sold	9187
Gross Proceeds	22193.86

144: Remarks and Signature

Remarks	
Date of Notice	05/22/2024

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature	/s/ David Helmreich

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)