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ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby knowledged, the undersigned:

YOSEF SEGMAN 28 HAMADA STREET ZICHRON YAACOV 30900 ISRAEL

rereinafter called the "assignor"), hereby sells, assigns and transfers to:

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nereinafter called the "assignee"), its successors, assignees, nominees or other legal apresentatives, the assignor's entire right, title and interest in and to the invention entitled:

SYSTEM AND METHOD FOR PROVIDING SERVICE OF SENDING REAL TIME ELECTRONIC REPORMATION TO SELECTED INDIVIDUAL VIEWERS OF TRANSMITTED VIDEO OR COMPUTERIZED SIGNALS

escribed and claimed in the following patent applications:

U.S. Patent Application identified as Attorney docket No. 988/7 and executed the same date as its assignment;

and in and to said Patent Applications, and all original and reissued Patents granted therefor, and all livisions and continuations thereof, including the right to apply and obtain Patents in all other countries, the priority rights under international Conventions, and the Letters Patent which may be ranted thereon;

ilgned and sealed this <u>ZS</u> day of <u>Z</u> 1995

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