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ESTHER DAVID  
SARIT KRAUS

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of Conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: 5/13, 18/1999

2. Name and address of receiving party(ies):

Name: BAR ILAN UNIVERSITY

Internal Address:

Street Address:

City, State and Zip: Ramat Gan 52900, Israel

Additional Name(s) & address(es) attached?

☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)  
09/285,214

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Joel G. Ackerman

Internal Address: Limbach & Limbach L.L.P.  
Street Address: 2001 Ferry Building  
City, State, ZIP: San Francisco, California 94111  
Telephone: (415) 433-4150  
Facsimile: (415) 433-8716

Attorney Docket No. SANF-22400 USA [33141]

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41):.....\$ 40.00

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NRD 6.11.99

06-15-1999



101066090

To the Commissioner of Patents and Trademarks. Please record the attached

1. Name of conveying party(ies):

ESTHER DAVID, SHLOMO KIPNIS, SARIT KRAUS and  
DAVID RICHARDSON

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of Conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: April 26, 1999; May 3, 1999; May 13,  
1999 and May 18, 1999

2. Name and address of receiving party(ies):

Name: NDS LIMITED and BAR ILAN UNIVERSITY

Internal Address:

Street Address: 1 Heathrow Boulevard, 286 Bath Road, and  
(not available); respectively

City, State and Zip: West Drayton, Middlesex UB7 0DQ, United  
Kingdom, and Ramat Gan 52900, Israel; respectively

Additional Name(s) & address(es) attached?

☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No. 09/285,214  
B. Filed: April 1, 1999

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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Internal Address: Limbach & Limbach L.L.P.  
Street Address: 2001 Ferry Building  
City, State, ZIP: San Francisco, California 94111  
Telephone: (415) 433-4150  
Facsimile: (415) 433-8716

Attorney Docket No. SANF-22400 USA [33141]

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41):.....\$ 40.00 **E**

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ASSIGNMENT

WHEREAS, WE, ESTHER DAVID and SARIT KRAUS, hereinafter referred to as "ASSIGNORS", have invented certain new and useful improvements as described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: AGENTS IN BROADCASTING

Application (Declaration/Oath) Execution Date: 5/13/1999; 5/18/1999

Filing Date: April 1, 1999 Application No.: 09/285,214

WHEREAS, BAR ILAN UNIVERSITY, an Israel university, of Ramat Gan 52900, Israel, hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title and interest in the said invention and application and in any Letters Patent which may be granted on the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer unto the said Assignee, and Assignee's successors and assigns, all right, title and interest in and to the said invention, said application for United States Letters Patent, and any Letters Patent which may hereafter be granted on the same in the United States and all countries throughout the world including any divisions, renewals, continuations in whole or in part, substitutions, conversions, reissues, prolongations or extensions thereof, said interest to be held and enjoyed by said Assignee as fully and exclusively as it would have been held and enjoyed by said Assignors had this assignment and transfer not been made, to the full end and term of any such Letters Patent.

Assignors further agree that they will, without charge to said Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have hereunto signed their names to this assignment on the dates indicated below.

Date: 13/5/99

Esty David  
ESTHER DAVID

Date: 18/5/99

Sarit Kraus  
SARIT KRAUS

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AUG 23 1999

LIMBACH & LIMBACH LLP

AUGUST 12, 1999

LIMBACH & LIMBACH LLP

JOEL G. ACKERMAN

2001 FERRY BLDG.

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