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PATENT Revised: 04/21/97 REEL: 010214 FRAME: 0201

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Revised: 04/21/97

PATENT FREEL: 010214 FRAME: 0202

ASSIGNMENT

WHEREAS, WE, ESTHER DAVID and SARIT KRAUS, hereinafter referred to as "ASSIGN'ORS", 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: <u>April 1, 1999</u> Application No.: <u>09/285,214</u>

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.

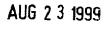
IN TESTIMONY WHEREOF, Assignors have hereunto signed their names to this assignment on the dates indicated below.

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Sarit Kraus

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