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U.S. Department of Commerce
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22868-07

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- New
- Resubmission (Non-Recordation)
Document ID#
- Correction of PTO Error
Reel # Frame #
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Conveyance Type

- Assignment
 - License
 - Merger
 - Security Agreement
 - Change of Name
 - Other
- U.S. Government**
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- Departmental File
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Mark if additional names of conveying parties attached

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Execution Date
Month Day Year

Name (line 2)

09381082

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02/13/2001 6TOM11 00000198 09381082
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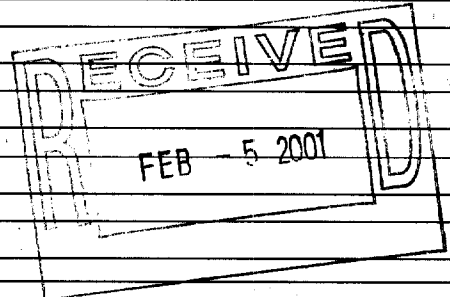
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Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Application Number(s) or Patent Number(s) Mark if additional numbers attached
Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)			Patent Number(s)		
<input type="text" value="09/381,082"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor. Month Day Year

Patent Cooperation Treaty (PCT)
Enter PCT application number only if a U.S. Application Number has not been assigned.
PCT PCT PCT
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Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$
Method of Payment: Enclosed Deposit Account
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #
Authorization to charge additional fees: Yes No

Statement and Signature
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.
William H. Dippert William H. Dippert 2/2/01
Name of Person Signing Signature Date

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Month Day Year

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Execution Date
Month Day Year

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Execution Date
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Name (line 2)

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Name (line 1)

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Address (line 3)
City State/Country Zip Code

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Address (line 1)

Address (line 2)

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City State/Country Zip Code

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Patent Application Number(s)

Patent Number(s)

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RECORDATION FORM COVER SHEET CONTINUATION PATENTS ONLY

Conveying Party(ies)

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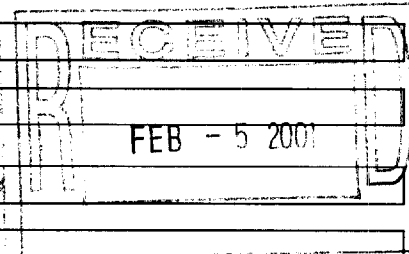
Name (line 1)	Eran SOCHER
Name (line 2)	
Name (line 1)	
Name (line 2)	
Name (line 1)	
Name (line 2)	

Execution Date
Month Day Year

01/04/2001

Execution Date
Month Day Year

Execution Date
Month Day Year



Receiving Party(ies)

Mark if additional names of receiving parties attached

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Name (line 1)	Technion Research and Development Foundation Ltd.		
Name (line 2)	of Technion City		
Address (line 1)	Technion City		
Address (line 2)			
Address (line 3)	Haifa City	Israel State/Country	32000 Zip Code
Name (line 1)			
Name (line 2)			
Address (line 1)			
Address (line 2)			
Address (line 3)	City	State/Country	Zip Code

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Application Number(s) or Patent Number(s)

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Patent Application Number(s)			Patent Number(s)		

ASSIGNMENT

FOR ONE DOLLAR (\$1.00) and other valuable and sufficient consideration, the receipt of which is hereby acknowledged, we

**Shmuel KALDOR, Yael NEMIROVSKY, Ehud NETZER, Dan SETER,
Ofir DEGANI, Eran SOCHER**

being the joint inventors of certain improvements in

**METHOD AND SYSTEM FOR AUTOMATICALLY PRODUCING
OPTIMIZED PERSONALIZED OFFERS**

for which we filed United States patent application Serial No. 09/381,082 on September 14, 1999, hereby assign and apportion respectively, as indicated, unto

**ARMAMENT DEVELOPMENT AUTHORITY, MINISTRY OF DEFENSE, STATE OF ISRAEL (70%)
and TECHNION RESEARCH AND DEVELOPMENT FOUNDATION LTD. (30%)**

their successors and assigns, the entire right, title and interest in and to said improvements, said application, and the patent to be granted thereon, all PCT applications, National Phase applications in all countries, all divisions, continuations, substitutes, renewals, reexaminations, reissues, and extensions thereof in all countries; and to any and all other applications for U.S. Letters Patent or other related property rights that may be granted thereon in any and all foreign countries; said invention, application and Letters Patent to be held and enjoyed by said Assignees for their own use and behoof and for the use and behoof of their successors and assigns, to the full end of the term for which said Letters Patent or other rights of protection may be granted, as fully and as entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

AND WE COVENANT, AGREE AND WARRANT that we have a full and unencumbered title to the invention hereby assigned, and we further covenant and agree that we will, at any time upon request, without further compensation, execute and deliver any and all papers or instruments that in the opinion of the Assignees may be necessary or desirable to secure the Assignees the full enjoyment of the rights and properties herein conveyed or intended to be conveyed.

IN WITNESS WHEREOF, we have each hereunto set our hand and seal:

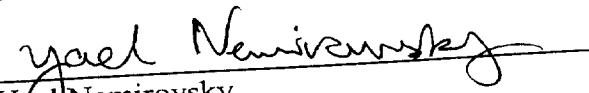
DEC. 30
Date: ~~November~~ __, 2000

Jan. 4
Date: ~~November~~ __, 2000

DEC. 30
Date: ~~November~~ __, 2000



Shmuel Kaldor



Yael Nemirovsky



Ehud Netzer

Page 1 of 2

ASSIGNMENT (continued)

Date: ~~November~~ ^{DEC. 30} __, 2000

D. Seter
Dan Seter

Date: ~~November~~ ^{JAN. 4} __, 2001

[Signature]
Ofir Degani

Date: ~~November~~ ^{JAN 4} __, 2001

[Signature]
Eran Socher