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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. 322 Date: November __, 2000

Dec. 30 Date: Nevember __, 2000

Yael Newivernster Yael Nemirovsky
Eined. Metzer

Ehud Netzer

Page 1 of 2

ASSIGNMENT (continued)

Date: November __, 2000

Date: November ___, 200

Dan Seter

Ofir Degani