

03-21-2002



102025919

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of Conveying Party:

- 1. Ronen Daniel
- 2. Uri Baron
- 3. Yossi Wellingstein

3.4.02

Additional names of conveying parties attached.

2. Name and Address of Receiving Party(ies):

Name: Celltick Technologies Ltd.

Street Address: 7 Hagalim Ave, P.O. Box 12878

City, State, Zip: Herzliya, 46733 Israel

Additional name(s) and address(es) attached.

3. Nature of Conveyance

- Assignment Merger
- Security Agreement Change of Name
- Other:

Execution Date: 1. November 15, 2001
 2. December 16, 2001
 3. November 15, 2001

4. (A) Patent Application Number(s):

09/980,114

4. (B) Patent Number(s):

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

Additional Numbers Attached.

5. Name and Address of Party to whom Correspondence Concerning this Document Should be Mailed:

Name: Harold L. Novick
 Address: NATH & ASSOCIATES PLLC
 1030 15th Street, N.W. - 6th Floor
 Washington, D.C. 20005

6. Total Number of Applications and Patents Involved:

1

7. Total Fee:

(37 CFR 3.41)

\$ 40.00

Enclosed.

Authorized to be charged to deposit account.

8. Deposit Account Number:

14-0112

ATTACH DUPLICATE COPY OF THIS PAGE IF PAYING BY DEPOSIT ACCOUNT

03/20/2002 6TON11 00000192 09980114
 01 FC:58 40.00 DP

DO NOT USE THIS SPACE

9. Statement and Signature:

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

Name of Person Signing

Harold L. Novick
Harold L. Novick, Reg. No. 26,011

3-4-2002
Date

Attorney Docket No.: 82330

Customer No. 20,529

Total number of pages comprising cover sheet: 1

PATENT

REEL: 012685 FRAME: 0491

WHEREAS,

(Inventors:)

- (1) Ronen DANIEL
- (2) Uri BARON
- (3) Yossi WELLINGSTEIN

residing respectively at

(Addresses:)

- (1) 31 Amnon Vetamar Street, 52365 Ramat Gan, Israel
- (2) 60 Hashchafim Street, 43724, Ra'anana, Israel
- (3) 4 Hagilboa Street, 65223 Tel Aviv, Israel

(hereinafter referred to as the "ASSIGNOR") have invented certain new and useful improvements in an invention entitled: A DEVICE, SYSTEM AND METHOD FOR REMOTE PUSH PUBLISHING OF CONTENT ONTO DISPLAY SCREENS OF MOBILE DEVICES INCLUDING A SCREEN SAVER APPLICATION for which an application was filed in Israel, serial number IL 134,035 filed January 13, 2000 and PCT international applications were filed designating at least the United States, serial number PCT/IL 01/00036 filed January 14, 2001 entitled METHOD FOR OPERATING A CELLULAR TELECOMMUNICATIONS NETWORK, and serial number PCT/IL01/0037 filed January 14, 2001 entitled METHOD FOR OPERATING A CELLULAR TELECOMMUNICATIONS NETWORK, AND METHOD FOR OPERATING A PERSONAL CELLULAR TELECOMMUNICATIONS DEVICE;

And WHEREAS, Celltick Technologies Ltd. , a company organized under the laws of Israel and having a principal place of business at: 7 Hagalim Ave P.O. Box 12878, Herzliya, 46733 Israel (hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire worldwide right, title and interest including in Israel, in the United States and elsewhere throughout the world, in and to said applications and any and all inventions disclosed therein, and in and to any and all divisions and continuations of said applications and in and to any PCT national applications filed thereon, and in and to all patents which may issue therefor, including any and all divisions, continuations, reexaminations, reissues, renewals and/or extensions of such patents.

NOW THEREFORE in consideration of the sum of one U.S. dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE its successors, assigns and legal representatives the entire worldwide right, title and interest including in Israel, in the United States and elsewhere throughout the world, in and to said applications and any and all inventions disclosed therein, and in and to any and all divisions and continuations of said applications and in and to any PCT national applications filed thereon, and in and to all patents which may issue therefor, including any and all divisions, continuations, reexaminations, reissues, renewals and/or extensions of such patents, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said patents and any and all divisions, continuations, reexaminations, reissues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will, upon request, without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, reexamination, reissue, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain, maintain, and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

The applicable patent official in each country is requested to issue such patent or patents in accordance with this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Nath & Associates PLLC, 1030 Fifteenth St. N.W. , Sixth Floor, Washington, D.C. 20005, to insert above any information concerning the identity of the parties or of said Application including the Serial No. and filing date of a corresponding Application.

(1) Date: Nov 15, 2001

Signature: 
Ronen DANIEL

Witness: 

City of _____) SS
Israel)

Before me at the city in Israel set forth above did personally appear said Ronen DANIEL, either personally known to me or satisfactorily proven, residing at the address listed above, and acknowledged on the date set fourth above that the foregoing assignment to be his free act and deed this ____ day of _____, 2001

[SEAL]

Notary Public

(2) Date: Dec 16, 2001

Signature: 
Uri BARON

Witness: 


City of _____) SS
Israel)

Before me at the city in Israel set forth above did personally appear said Uri BARON, either personally known to me or satisfactorily proven, residing at the address listed above, and acknowledged on the date set fourth above that the foregoing assignment to be his free act and deed this ____ day of _____, 2001

[SEAL]

Notary Public

(3) Date: Nov 15, 2001

Signature: 
Yossi WELLINGSTEIN

Witness: 

City of _____) SS
Israel)

Before me at the city in Israel set forth above did personally appear said Yossi WELLINGSTEIN, either personally known to me or satisfactorily proven, residing at the address listed above, and acknowledged on the date set fourth above that the foregoing assignment to be his free act and deed this ____ day of _____, 2001

[SEAL]

Notary Public