



05-20-2002



B/O FORM PTO-1595 (1/31/92)

U.S. Department of Commerce  
Patent and Trademark Office

102094838  
PATENT ONLY

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

1. Name of Conveying Party:

- 1. Michael ARONOWICH
- 2. Sofia MARIAMOVA
- 3. Ofra NATAN
- 4. Henry HAREL

5-14-02

Additional names of conveying parties attached.

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

Name: Demantra Ltd.

Street Address: 25 Betzal'el Street

City, State, Zip: Ramat Gan 52521, Israel

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

3. Nature of Conveyance

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

Execution Date: 1. March 11, 2002  
 2. March 11, 2002  
 3. March 11, 2002  
 4. March 12, 2002

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

10/098,615

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

Additional Numbers Attached.

4. (B) Patent Number(s):

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

Name: Harold L. Novick  
 Address: NATH & ASSOCIATES PLLC  
 1030 Fifteenth Street, N.W., Sixth 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

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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  
 Customer No. 20529

5/14/02 Date

Attorney Docket No.: 82386

Total number of pages comprising cover sheet: 1

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(40.00 DP)

PATENT  
REEL: 012893 FRAME: 0001

**ASSIGNMENT OF U.S.A. PATENT APPLICATION**  
(Worldwide rights assigned by inventors to a single assignee)

WHEREAS,

- (1) Michael ARONOWICH
- (2) Sofia MARIAMOVA
- (3) Ofra NATAN
- (4) Henry HAREL

residing respectively at

(Addresses:)

- (1) 42 Leon Blum Street, Haifa 33852, Israel
- (2) 10/21 Rosh Pina Street, Ashdod 77643, Israel
- (3) 4 Michael Street, Ramat Gan 52363, Israel
- (4) 69 Pinchas Street, Tel Aviv 62157, Israel

(hereinafter referred to as the "ASSIGNOR") are the owners of certain new and useful improvements in:

(title) COMPUTER IMPLEMENTED METHOD AND SYSTEM FOR COMPUTING AND EVALUATING DEMAND INFORMATION.

for which inventors Michael ARONOWICH, Sofia MARIAMOVA, Ofra NATAN and Henry HAREL have:

executed on even date herewith

executed on \_\_\_\_\_, 20\_\_

filed on \_\_\_\_\_, 20\_\_

an application for Letters Patent of the United States of America, Serial No. \_\_\_\_\_ (hereinafter referred to as said APPLICATION);

And WHEREAS, Demantra Ltd., a company organized under the laws of Israel and having a principal place of business at: 25 Betzal' el Street, Ramat Gan 52521, Israel (hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest for the United States and elsewhere throughout the world in and to said APPLICATION and the inventions and improvements disclosed therein, and any and all divisions and continuations of said APPLICATION, and in and to any and all Letters Patent which may issue thereon, including any and all divisions, continuations, reexaminations, reissues, renewals and/or extensions of all such Letters 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 the entire right, title and interest for the United States and elsewhere throughout the world in and to said APPLICATION and the inventions and improvements disclosed therein, and any and all divisions and continuations of said APPLICATION, and in and to any and all Letters Patent which may issue thereon, including any and all divisions, continuations, reexaminations, reissues, renewals and/or extensions of all such Letters Patents, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent 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 and enforce full benefits from the rights and interests herein assigned.

This Assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors, beneficiaries, distributees 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.

Said ASSIGNOR hereby authorizes and requests the Director of the United States Patent and Trademark Office and any foreign counterpart to issue a Letters Patent for said APPLICATION, including any and all divisions and continuations thereof to said ASSIGNEE, its assigns and legal representatives, in accordance with this Assignment.

Said ASSIGNOR hereby authorizes and requests any attorney of record in said APPLICATION or any attorney of Nath & Associates PLLC, 1030 Fifteenth St. N.W. , 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 said APPLICATION.

(1) Date: 3/11/2002 Signature: [Signature] Witness: Linna Key

(2) Date: 3/11/2002 Signature: [Signature] Witness: Linna Key

(3) Date: 3/11/2002 Signature: [Signature] Witness: Linna Key

(4) Date: 12/3/2002 Signature: [Signature] Witness: Linna Key

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(1) Date: 3/11/2002 Signature: [Signature] Witness: Simon Key

(2) Date: 3/11/2002 Signature: [Signature] Witness: Simon Key

(3) Date: 3/11/2002 Signature: [Signature] Witness: Simon Key

(4) Date: 12/3/2002 Signature: [Signature] Witness: Simon Key