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py thereof

1. Name of conveying party(ies)

Ilan TWIG

Amit ARAD

2. Name and Address of receiving party(ies)

Name: Whitemaps (Israel) Ltd. Israeli Company, ofAddress: 10 Gronen StreetTel Aviv 67943ISRAELAdditional name(s) of conveying party(ies) attached? ☒ Yes ☐ NoAdditional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment☐ Change of Name☐ Other☐ Security Agreement☐ MergerExecution Date: March 9, 2001

4. Application number(s) or patent number(s). If this document is being filed together with a new application, the execution date of the application is: _____

Date

A. Patent Application No(s).

09/855,751

B. Patent No(s).

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

BROWDY AND NEIMARK, P.L.L.C.**624 Ninth Street, N.W.****Suite 300****Washington, D.C. 20001-5303**

6. Number of applications and patents involved:

One (1)

7. PTO Form-2038 in the amount of \$40.00 is attached.

8. If insufficient fees are attached to accomplish the present order, please charge any necessary additional fees to Deposit Account 02-4035.

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9. 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.

Jay M. Finkelstein (Reg. No. 21,082)

Name of Person Signing

Signature

9/15/03

Date

JMF:tn

Total number of pages including cover sheet [04]

ASSIGNMENT

Full Name of Inventor: Ilan TWIG
Citizenship: Israeli
Post Office Address: 26 Degol Reuven Street
Petach Tikva 49551
Israel

Full Name of Inventor: Amit ARAD
Citizenship: Israeli
Post Office Address: Gonen Street 10
Tel Aviv 67943
Israel

In consideration of the sum of one dollar (US\$ 1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby do (does) assign, transfer and set over to

Name of Assignee: Whitmaps(Israel) Ltd
Israeli Company, of
Address of Assignee: 10 Gonen Street
Tel Aviv 67943
ISRAEL

(hereinafter designated as the Assignee) the entire right, title and interest for the United States, its territories, dependencies and possessions, in the invention, and all applications for patent and any Letters Patent which may be granted therefor, known as

Title: METHOD AND SYSTEM FOR PRESENTING ON-LINE "YELLOW PAGES" PARTICULARLY IN ASSOCIATION WITH LOCATION DATA

for which the undersigned has (have) executed an application for patent in the United States of America, the specification of which:

- ☐ is attached hereto.
☒ was filed on 16/MAY/2001 as Application Serial No. 09/855,751

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional or reissue applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient or essential to its full protection and title in and to the invention hereby transferred.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division or re-issue thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

4) The undersigned agree(s) to communicate to the Assignee or representatives thereof any facts known to me (us) respecting the invention and improvements thereof, and will, upon request, but without expense to me (us), testify in any legal proceedings regarding the invention.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.



6) The undersigned hereby grant(s) the firm of Browdy and Neimark P.L.L.C the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent Office for recordation of this document.

7) This Assignment shall be binding upon my (our) heirs, executors, administrators, and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors and/or assigns of the Assignee.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Full Name of Inventor: Ilan TWIG

Inventor's Signature: _____

Date: 3/9/01

Full Name of Inventor: Amit ARAD

Inventor's Signature: _____

Date: 3/9/01

Date _____

Witness _____

Date _____

Witness _____