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To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Efraim Fogel
Eran Leiserowitz
Michael Menachem Kupferman
Alexander E. Fagin

9-10-04

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: TELMAP LTD.

Internal Address:

Street Address: 11 Bareket Street

Herzlia, ISRAEL

City: State: Zip:

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: Jan. 9; Feb. 9 & June 9, 2004

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: 2004

A. Patent Application No.(s)

B. Patent No.(s)

10938075

Additional numbers attached? Yes No

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

Name: Gerald T. Shekleton

Internal Address: WELSH & KATZ, LTD.

2004 SHASSEN1 00000064 10938075

40.00 DP

Street Address: 120 South Riverside Plaza

22nd Floor

City: Chicago State: Illinois Zip: 60606

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:

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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.

Gerald T. Shekleton; Reg. No. 27,466

Name of Person Signing

Signature

September 10, 2004

Date

3

Total number of pages including cover sheet, attachments, and document

Mail documents to be recorded with required cover sheet information to:
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09/14/2004
03:10:00

ASSIGNMENT

WHEREAS, the below named inventors, ASSIGNORS, have made a certain new and useful invention in:

PLACEMENT OF MAP LABELS

for which a patent application specification is attached hereto and which is being executed concurrently herewith,

and WHEREAS, TELMAP LTD. An Israel company having a place of business at 11 Bareket Street, Herzlia, Israel, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said United States application and all the divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the said United States application under the patent laws of the United States, the International Convention for the Protection of Industrial Property, or any other International agreement or the domestic laws of the country in which any such application is filed, as may be applicable, and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof.

ASSIGNORS authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to the issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNORS covenant and agree that they have full right to convey the entire interest herein assigned, and have not executed, and will not execute, any agreement in conflict herewith.

AND ASSIGNORS further covenant and agree that they will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

UNITED STATES
ASSIGNMENT

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Full Name of first inventor: Efraim Fogel

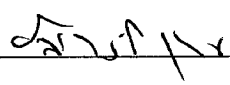
Inventor's signature  Date 6/9/2004

Residence: Tel Aviv, Israel

Citizenship: Israel

Post Office address: 18b Nakhalat Yitzkhak Street, Apt. 142, Tel Aviv 67448, Israel

Full name of second joint inventor: Eran Leiserowitz

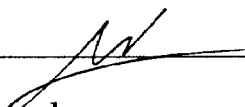
Inventor's signature  Date 1.9.04

Residence: Ramat-Gan, Israel

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Full name of third joint inventor: Michael Menachem Kupferman


Inventor's signature  Date 2/9/2004

Residence: Zichron Ya'akov, Israel

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Full name of fourth joint inventor: Alexander E. Fagin

Inventor's signature  Date 1.09.2004

Residence: Lod, Israel

Citizenship: Israel

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