

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Ofek BEN-ARIE</td><td>11/28/2006</td></tr><tr><td>Keren GOLD</td><td>11/28/2006</td></tr><tr><td>Alex COHN</td><td>11/27/2006</td></tr><tr><td>Zeev BEN-SANDER</td><td>11/26/2006</td></tr></tbody></table>	Name	Execution Date	Ofek BEN-ARIE	11/28/2006	Keren GOLD	11/28/2006	Alex COHN	11/27/2006	Zeev BEN-SANDER	11/26/2006	
Name	Execution Date										
Ofek BEN-ARIE	11/28/2006										
Keren GOLD	11/28/2006										
Alex COHN	11/27/2006										
Zeev BEN-SANDER	11/26/2006										
RECEIVING PARTY DATA											
Name:	FLASH NETWORKS, LTD										
Street Address:	7 Sapir Road, P.O. Box 12624										
City:	Herzliya										
State/Country:	ISRAEL										
Postal Code:	46733										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11563838</td></tr></tbody></table>	Property Type	Number	Application Number:	11563838							
Property Type	Number										
Application Number:	11563838										
CORRESPONDENCE DATA											
Fax Number:	(770)804-0900										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	7708049070										
Email:	gsmith@lavagrouplaw.com										
Correspondent Name:	Gregory Scott Smith										
Address Line 1:	P.O. Box 88148										
Address Line 4:	Atlanta, GEORGIA 30356										
ATTORNEY DOCKET NUMBER:	06001.1190										
NAME OF SUBMITTER:	Gregory Scott Smith										
Total Attachments: 3											
source=06001o1190_Executed_Assignment#page1.tif											

OP \$40.00 11563838

500184818

PATENT
REEL: 018557 FRAME: 0253

source=06001o1190_Executed_Assignment#page2.tif
source=06001o1190_Executed_Assignment#page3.tif

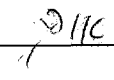
ASSIGNMENT

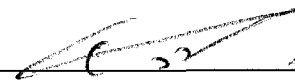
WHEREAS, WE, **Ofek Ben-Arie**, Zabolinski st. 37/5 Givataim, 53317; **Keren Gold**, Zalman Shazar Street, Ramat Poleg, Natanya, 42493; **Alex Cohn**, 91 Hey Belyar st., Rosh Ain, Israel, 48056; and **Zeev Ben-Sander**, Nokdim 91, Gush Etzion, 90916 (hereinafter referred to as ASSIGNORS), are the sole inventors of the invention entitled **"METHOD AND SYSTEM FOR IMPROVING USER CONFIDENCE AND EXPERIENCE IN CONTENT PURCHASING VIA A SERVICE PROVIDER PREMISES"** filed with the United States Patent and Trademark Office concurrently herewith, and is described in United States Provisional Application for Patent Serial No. 60/597,488 and filed on December 5, 2005;

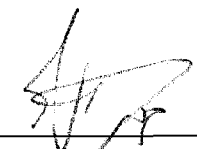
WHEREAS, **FLASH NETWORKS, LTD**, an Israeli company having a mailing address of 7 Sapir Road, P.O. Box 12624, 46733 Herzliya Israel, (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

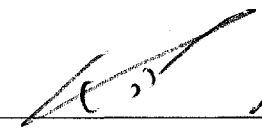
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, any patent applications that may be filed for said invention, and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations and continuations in part thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from any United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, any application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made.

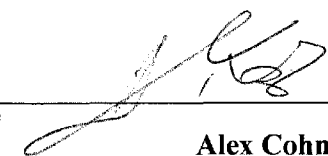
ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefore.

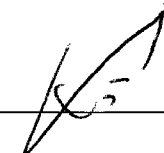
Signature 
Name **Ofek Ben-Arie**
Date 28/11/2006

Witnessed by:  AVI BACHAR

Signature 
Name **Keren Gold**
Date 28/11/2006

Witnessed by:  AVI BACHAR

Signature 
Name **Alex Cohn**
Date Nov. 27, 2006

Witnessed by:  AVI BACHAR



Signature

Zeev Ben-Sander

Name

November 26 2006

Date

~~11~~

Witnessed by:

AVI BACHAR

