

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Roman Gurfinkel		03/22/2007
RECEIVING PARTY DATA		
Name:	Geraldo Ltd.	
Street Address:	12 Hayetzira Street	
City:	Ramat Gan	
State/Country:	ISRAEL	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29268078	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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ATTORNEY DOCKET NUMBER:	126398-00101	
NAME OF SUBMITTER:	Kathleen Haney Krajicek	
<b>Total Attachments: 3</b> source=Jewel Assignment#page1.tif source=Jewel Assignment#page2.tif source=Jewel Assignment#page3.tif		

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**PATENT**  
**REEL: 019157 FRAME: 0896**

## ASSIGNMENT

THIS ASSIGNMENT, made on the date set forth below by Roman Gurfinkel (hereinafter referred to as the Assignor), residing at 6 Ha-Zofim Street, Rishon Le-Zion, Israel, witnesseth:

WHEREAS, said Assignor has invented certain new and useful improvements in 29/268,078 set forth in an application for Letters Patent of the United States, enclosed herewith; and

WHEREAS, Gerlado Ltd, a company duly organized under and pursuant to the laws of the Israel having its principal place of business at 12 Hayetzira Street, Ramat Gan, Israel (hereinafter referred to as the Assignee) is desirous of acquiring the entire right, title and interest in and to said inventions and said application for Letters Patent of the United States, and in and to any Letters Patent or Patents, United States or foreign, to be obtained therefor and thereon.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the said Assignor has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over, unto the Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions, application for Letters Patent, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, and in and to any and all divisions, continuations, and continuations-in-part of said application, or reissues or extensions of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by the said Assignee, for its own use and behoof and the use and behoof of its

successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor, had this sale and assignment not been made.

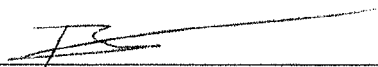
AND for the same consideration, the said Assignor hereby covenants and agrees to and with the said Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, the said Assignor is the sole and lawful owner of the entire right, title and interest in and to the said inventions and the application for Letters Patent above-mentioned, and that the same are unencumbered and that the said assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, the said Assignor hereby covenants and agrees to and with the said Assignee, its successors, legal representatives and assigns, that the said Assignor will, whenever counsel of the said Assignee or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application for Letters Patent, or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, that any division, continuation or continuation-in-part of any application for Letters Patent, or reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to the said Assignor, its successors, legal representatives and assigns, but at the cost and expense of the said Assignee, its successors, legal representatives and assigns.

AND said Assignor hereby requests the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to the said Assignee, as the assignee of said inventions and the Letters Patent to be issued thereon for the sole use and behoof of the said assignee, its successors, legal representatives and assigns.

The undersigned hereby grants the firm of Blank Rome LLP 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 and Trademark Office for recordation of this document.

Date: March 22, 2007

  
\_\_\_\_\_  
Roman Gurfinkel

This assignment should preferably be signed before a United States Consul. If not, then the execution by the Inventor(s) should be witnessed by at least two witnesses who sign here:

Witness Jonathan Ayman

Date: 3/22/2007

Witness Hagar Rued

Date: March 22, 2007