

Form PTO-1595 (Rev. 07/05)  
OMB No. 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
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### RECORDATION FORM COVER SHEET

## PATENTS ONLY Document ID No: 700338421

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

#### 1. Name of conveying party(ies)

Dror Zernik  
Itai Gordon  
Hovav Lapidot  
Eshay Livne

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

#### 3. Nature of conveyance/Execution Date(s):

Execution Date(s) 7/8 & 16/2007; 8/13/ 2007

- Assignment  Merger  
 Security Agreement  Change of Name  
 Joint Research Agreement  
 Government Interest Assignment  
 Executive Order 9424, Confirmatory License  
 Other \_\_\_\_\_

#### 2. Name and address of receiving party(ies)

Name: e-Glue Software Technologies, Ltd.

Internal Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

Kibbutz Ein-Shemer

City: D.N. Hefer

State: \_\_\_\_\_

Country: Israel

Zip: 38816

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

#### 4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

11/801,392

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: Kevin D. McCarthy

Internal Address: 0-07-093 (22086/US/07)

Roach Brown McCarthy & Gruber, P.C.

Street Address: \_\_\_\_\_

420 Main Street - 1620 Liberty Building

City: Buffalo

State: New York

Zip: 14127

Phone Number: 716-852-0400

Fax Number: 716-852-2535

Email Address: kdmccarthy@roachbrown.com

#### 6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

- Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed  
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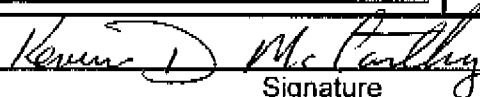
#### 8. Payment Information

a. Credit Card Last 4 Numbers 1003  
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#### 9. Signature:

  
Signature

August 22 2007

Date

Kevin D. McCarthy  
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TO: KEVIN D. MCCARTHY COMPANY: 0-07-093 (22088/US/07)

AUG-17-2007 FRI 12:07 PM ROACH BROWN MCCARTHY

08/17/2007  
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FAX NO. 7168522535

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### RECORDATION FORM COVER SHEET PATENTS ONLY

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<b>1. Name of conveying party(ies)</b> Dror Zarnik Itai Gordon Hovav Laplor Eshay Livne Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<b>2. Name and address of receiving party(ies)</b> Name: <u>e-Glue Software Technologies, Ltd.</u> Internal Address: _____ Street Address: _____ <u>Kibbutz Ein-Sheva</u> City: <u>D.N. Hater</u> State: _____ Country: <u>Israel</u> Zip: <u>38818</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>3. Nature of conveyance/Execution Date(s):</b> Execution Date(s) <u>7/8 &amp; 16/2007; 8/13/2007</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other		<b>4. Application or patent number(s):</b> <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>11/801,382</u> B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>5. Name and address to whom correspondence concerning document should be mailed:</b> Name: <u>Kevin D. McCarthy</u> Internal Address: <u>0-07-093 (22088/US/07)</u> <u>Roach Brown McCarthy &amp; Gruber, P.C.</u> Street Address: _____ <u>420 Main Street - 1620 Liberty Building</u> City: <u>Buffalo</u> State: <u>New York</u> Zip: <u>14127</u> Phone Number: <u>716-952-0400</u> Fax Number: <u>716-952-2535</u> Email Address: <u>kdmcCarthy@roachbrown.com</u>		<b>6. Total number of applications and patents involved:</b> <u>1</u> <b>7. Total fee (37 CFR 1.21(h) &amp; 3.41) \$40</b> <input checked="" type="checkbox"/> Authorized to be charged by credit card <input type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)	
<b>8. Signature:</b> _____ Signature <u>Kevin D. McCarthy</u> Name of Person Signing		<b>8. Payment Information</b> a. Credit Card Last 4 Numbers <u>1003</u> Expiration Date <u>4/11</u> b. Deposit Account Number _____ Authorized User Name _____	
Date <u>August 17, 2007</u>		Total number of pages including cover sheet, attachments, and documents: <u>2</u>	

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(22086/07)

**ASSIGNMENT**

WHEREAS, We:

- 1) Dror Zornik, an Israeli citizen residing at 57A D'Israeli Street, Mafra 34333, Israel;
- 2) Itai Gordon, an Israeli citizen residing at 33 Barkei Street, Zichron Yankov 30900, Israel;
- 3) Hovav Lipidor, an Israeli citizen residing at 320 E. 91<sup>st</sup> Street, New York 10128, New York, U.S.A.; and
- 4) Eshay Livneh, an Israeli citizen residing at HaMoshav Street, P.O. Box 615, Karkur 77069, Israel;

hereinafter referred to as Assignors, have made an invention entitled

**ADAPTIVE, SELF-LEARNING OPTIMIZATION MODULE FOR RULE-BASED CUSTOMER INTERACTIVE SYSTEMS**

For which U.S. Patent Application Ser. No. 11/801,392 was filed on May 9, 2007, and

WHEREAS, said Assignors are the sole and exclusive owners of said invention and the aforementioned patent application and any patent that may be granted therefor

NOW, THEREFORE, in consideration of One U.S. Dollar (US\$ 1.00) and other good and valuable consideration the receipt of which is hereby acknowledged, We, as Assignors, hereby sell, assign and set over to said Assignee the entire right, title and interest for the U.S. and all other countries of the world in and to said invention and the aforesaid patent application, and all original, divisional or other applications for or granted therefor in the U.S. and in any other country, and all patents which may be granted therefor, and the undersigned for ourselves and our legal representatives, heirs and assigns do hereby agree to covenant without further remuneration, to execute and deliver all documents required for transferring said patents/applications to said Assignee or its assigns, to communicate to said Assignee or its assigns all facts known to the undersigned with respect to said patents/applications, wherever requested, to make all lawful papers, make all rightful oaths, and to do generally everything necessary to aid said Assignee or its assigns, to successors, assigns and nominees to register the assignment of the said Patent(s) or Patent Application(s), the expenses incident to said application to be borne and paid by said assignee. This deed of assignment does not detract from any other assignment previously made in respect of the same matters, if any.

<p>8/17/07 Date</p>	<p><i>[Signature: Dror Zornik]</i> Dror Zornik</p>	<p><i>[Signature: Keren Herz]</i> Witness (printed name in English) + signature</p>
<p>13/8/07 Date</p>	<p><i>[Signature: Itai Gordon]</i> Itai Gordon</p>	<p><i>[Signature: Dror Zornik]</i> Witness (printed name in English) + signature</p>
<p>16/7/07 Date</p>	<p><i>[Signature: Hovav Lipidor]</i> Hovav Lipidor</p>	<p><i>[Signature: Dror Zornik]</i> Witness (printed name in English) + signature</p>
<p>8/17/07 Date</p>	<p><i>[Signature: Eshay Livneh]</i> Eshay Livneh</p>	<p><i>[Signature: Dror Zornik]</i> Witness (printed name in English) + signature</p>

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