

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Guy SHEFFI		05/31/2007
Ovadi SOMECH		05/31/2007
RECEIVING PARTY DATA		
Name:	B-Obvious Ltd.	
Street Address:	7 Galgalei HaPlada Street	
City:	Herzlia Pituach	
State/Country:	ISRAEL	
Postal Code:	46722	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11792535	
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ATTORNEY DOCKET NUMBER:	39823	
NAME OF SUBMITTER:	MARTIN D. MOYNIHAN	
Total Attachments: 1		
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PATENT  
REEL: 019800 FRAME: 0953

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned:

Guy SHEFFI  
46 Moshe Dayan Street  
43580 RaAnana  
Israel

Ovadi SOMECH  
7 Tnuot HaNoar Street  
75831 Rishon-LeZion  
Israel

hereby sell(s), assign(s) and transfer(s) to:

B-Obvious Ltd.  
7 Galgalei HaPlada Street  
46722 Herzlia Pituach  
Israel

(hereinafter called the "Assignee"), its successors, assigns, nominees or other legal representatives, the undersigned's entire rights, title and interest in and to the invention titled:

**BIDIRECTIONAL DATA TRANSFER OPTIMIZATION AND CONTENT  
CONTROL FOR NETWORKS**

described and claimed in the following Patent Application:


Entry into National Phase in the USA of PCT Patent Application  
No. PCT/IL2005/001331,  
international filing date December 8, 2005,  
and identified as Attorney Docket No. 39823

and in and to said Patent Application, and all original and reissued Patents granted therefore, and all divisions and continuations thereof, any corresponding PCT Patent Application and the National Phases thereof, including the right to apply and obtain Patents in all other countries, the priority rights under International Conventions, and the Letters Patent which may be granted thereon:

covenant that the undersigned have (has) the full right to convey the entire interest therein assigned;

authorize(s) and request(s) the Registrar of Patents, and any Official of any country whose duty it is to issue Patents on applications as aforesaid, to issue the said Letters Patent to the said Assignee;

and agree(s) to sign all lawful papers, make all rightful oaths, do all lawful acts requisite for such Patent Applications, and do everything possible to aid said Assignee to apply for, obtain and enforce Patent protection for said invention.

  
Guy SHEFFI

Date: 31.5.07

  
Ovadi SOMECH

Date: 31.5.07