

PATENT ASSIGNMENT

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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>Dan LICHTENFELD</td><td>08/06/2007</td></tr><tr><td>Pinhas ROISMAN</td><td>08/06/2007</td></tr><tr><td>Sean FARHI</td><td>08/06/2007</td></tr></tbody></table>	Name	Execution Date	Dan LICHTENFELD	08/06/2007	Pinhas ROISMAN	08/06/2007	Sean FARHI	08/06/2007	
Name	Execution Date								
Dan LICHTENFELD	08/06/2007								
Pinhas ROISMAN	08/06/2007								
Sean FARHI	08/06/2007								
RECEIVING PARTY DATA									
Name:	Mobiliad Investments & Trading Ltd.								
Street Address:	29a Annis Komminis Street								
City:	Nicosia								
State/Country:	CYPRUS								
Postal Code:	1601								
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>11883848</td></tr></tbody></table>	Property Type	Number	Application Number:	11883848					
Property Type	Number								
Application Number:	11883848								
CORRESPONDENCE DATA									
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NAME OF SUBMITTER:	MARTIN D. MOYNIHAN								
Total Attachments: 1 source=41897 Executed Assignment#page1.tif									

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PATENT

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REEL: 019801 FRAME: 0099

ASSIGNMENT

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

Dan LICHTENFELD
14 Alexander Penn Street
69642 Tel-Aviv
Israel

Pinhas ROISMAN
6 Avshalom Haviv Street
69495 Tel-Aviv
Israel

Sean FARHI
54 Stricker Street
62003 Tel-Aviv
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hereby sell(s), assign(s) and transfer(s) to:

Mobiliad Investments & Trading Ltd.
29a Annis Komminis Street
1601 Nicosia
Cyprus

(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:

**SYSTEM AND METHOD FOR TRANSMITTING AND DISPLAY OF VISUAL
MESSAGES ON SCREENS OF CONNECTED MOBILE DEVICES**

described and claimed in the following Patent Application:

**Entry into National Phase in the USA of PCT Patent Application
No. PCT/US2006/004203,
international filing date February 6, 2006,
and identified as Attorney Docket No. 41897**

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.




Dan LICHTENFELD

Date: 6/8/2007



Pinhas ROISMAN

Date: 6/8/2007



Sean FARHI

Date: 6/8/2007