

12-27-2007



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B/O FORM PTC

U.S. Department of Commerce  
Patent and Trademark OfficeIN FORM COVER SHEET  
PATENTS ONLY

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

## 1. Name of Conveying Party:

1. Ronen Daniel
2. Uri Baron
3. Yossi Wellingstein

☐ Additional names of conveying parties attached.

## 3. Nature of Conveyance

- ☒ Assignment      ☐ Merger  
☐ Security Agreement      ☐ Change of Name

Other:

Execution Date: 1. November 15, 2001  
 2. December 16, 2001  
 3. November 15, 2001

## 2. Name and Address of Receiving Party(ies):

Name: Celltick Technologies Ltd

Street Address: 7 Hagalim Ave, PO Box 12878

City, State, Zip: Herzliya, 46733 Israel

☐ Additional name(s) and address(es) attached.

## 4. (A) Patent Application Number(s):

11/798,572

If this document is being filed together with a new application,  
the execution date of the application is:☐ Additional Numbers Attached.

## 4. (B) Patent Number(s):

5. Name and Address of Party to whom Correspondence  
Concerning this Document Should be Mailed:

Name: Harold L. Novick  
 Address: THE NATH LAW GROUP  
 112 South West Street  
 Alexandria, VA 22314

## 6. Total Number of Applications and Patents Involved:

1

## 7. Total Fee:

(37 CFR 3.41)

\$ 40.00

☒ Enclosed.☐ Authorized to be charged to deposit account.

## 8. Deposit Account Number:

14-0112

ATTACH DUPLICATE COPY OF THIS PAGE IF PAYING BY DEPOSIT ACCOUNT

DO NOT USE THIS SPACE

## 9. Statement and Signature:

**To the best of my knowledge and belief, the foregoing is true and correct and any attached  
 copy is a true copy of the original document.**

Name of Person Signing

Harold L. Novick Reg. No. 26,011

Customer No. 20529

Attorney Docket No.: 82330AA

Dec 20, 2007  
 12/20/2007 ALMA Date 0000019 11/98572  
 01 FC18021

40.00 OP

Total number of pages comprising cover sheet: 1



ASSIGNMENT

82330  
Docket No. PCT-0001(EPO)  
PCT-0002 (USPTO)

WHEREAS,

(Inventors:)

- (1) Ronen DANIEL
- (2) Uri BARON
- (3) Yossi WELLINGSTEIN

residing respectively at

(Addresses:)

- (1) 31 Amnon Vetamar Street, 52365 Ramat Gan, Israel
- (2) 60 Hashchafim Street, 43724, Ra'anana, Israel
- (3) 4 Hagilboa Street, 65223 Tel Aviv, Israel

(hereinafter referred to as the "ASSIGNOR") have invented certain new and useful improvements in an invention entitled: A DEVICE, SYSTEM AND METHOD FOR REMOTE PUSH PUBLISHING OF CONTENT ONTO DISPLAY SCREENS OF MOBILE DEVICES INCLUDING A SCREEN SAVER APPLICATION for which an application was filed in Israel, serial number IL 134,035 filed January 13, 2000 and PCT international applications were filed designating at least the United States, serial number PCT/IL 01/00036 filed January 14, 2001 entitled METHOD FOR OPERATING A CELLULAR TELECOMMUNICATIONS NETWORK, and serial number PCT/IL01/0037 filed January 14, 2001 entitled METHOD FOR OPERATING A CELLULAR TELECOMMUNICATIONS NETWORK, AND METHOD FOR OPERATING A PERSONAL CELLULAR TELECOMMUNICATIONS DEVICE;

And WHEREAS, Celltick Technologies Ltd. , a company organized under the laws of Israel and having a principal place of business at: 7 Hagalim Ave P.O. Box 12878, Herzliya, 46733 Israel (hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire worldwide right, title and interest including in Israel, in the United States and elsewhere throughout the world, in and to said applications and any and all inventions disclosed therein, and in and to any and all divisions and continuations of said applications and in and to any PCT national applications filed thereon, and in and to all patents which may issue therefor, including any and all divisions, continuations, reexaminations, reissues, renewals and/or extensions of such patents.

NOW THEREFORE in consideration of the sum of one U.S. dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE its successors, assigns and legal representatives the entire worldwide right, title and interest including in Israel, in the United States and elsewhere throughout the world, in and to said applications and any and all inventions disclosed therein, and in and to any and all divisions and continuations of said applications and in and to any PCT national applications filed thereon, and in and to all patents which may issue therefor, including any and all divisions, continuations, reexaminations, reissues, renewals and/or extensions of such patents, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said patents and any and all divisions, continuations, reexaminations, reissues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will, upon request, without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, reexamination, reissue, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain, maintain, and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

The applicable patent official in each country is requested to issue such patent or patents in accordance with this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Nath & Associates PLLC, 1030 Fifteenth St. N.W., Sixth Floor, Washington, D.C. 20005, to insert above any information concerning the identity of the parties or of said Application including the Serial No. and filing date of a corresponding Application.

(1) Date: Nov 15, 2001

Signature:   
Ronen DANIEL

Witness: 

City of \_\_\_\_\_ ) SS  
Israel )

Before me at the city in Israel set forth above did personally appear said  
Ronen DANIEL, either personally known to me or satisfactorily proven,  
residing at the address listed above, and acknowledged on the date set fourth  
above that the foregoing assignment to be his free act and deed  
this \_\_\_\_ day of \_\_\_\_\_, 2001

[SEAL]

\_\_\_\_\_  
Notary Public

(2) Date: X Dec 16, 2001

Signature:   
Uri BARON

Witness: 

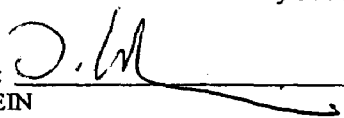
City of \_\_\_\_\_ ) SS  
Israel )

Before me at the city in Israel set forth above did personally appear said  
Uri BARON, either personally known to me or satisfactorily proven,  
residing at the address listed above, and acknowledged on the date set fourth  
above that the foregoing assignment to be his free act and deed  
this \_\_\_\_ day of \_\_\_\_\_, 2001

[SEAL]

\_\_\_\_\_  
Notary Public

(3) Date: Nov 15, 2001

Signature:   
Yossi WELLINGSTEIN

Witness: 

City of \_\_\_\_\_ ) SS  
Israel )

Before me at the city in Israel set forth above did personally appear said  
Yossi WELLINGSTEIN, either personally known to me or satisfactorily proven,  
residing at the address listed above, and acknowledged on the date set fourth  
above that the foregoing assignment to be his free act and deed  
this \_\_\_\_ day of \_\_\_\_\_, 2001

[SEAL]

\_\_\_\_\_  
Notary Public



MAIL STOP ASSIGNMENT RECORDATION SERVICES  
Attorney Docket No. 82330AA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

DANIEL, et al.

Serial No.: 11/798,572

Date Filed: May 15, 2007

For: **METHOD FOR OPERATING A CELLULAR TELECOMMUNICATION NETWORK, AND  
METHOD FOR OPERATING A PERSONAL CELLULAR TELECOMMUNICATION  
DEVICE**

TRANSMITTAL LETTER

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith for filing in the U.S. Patent and Trademark Office is the following:

- (1) Transmittal Letter;
- (2) Assignment and cover sheet; and
- (3) Check No. 5504 in the Amount of \$40.00.

The Commissioner is hereby authorized to charge any deficiency or credit any excess to Deposit Account No. 14-0112.

Respectfully submitted,

**NATH & ASSOCIATES PLLC**

By:

Harold L. Novick  
Registration No. 26,011  
Customer No. 20529

Date: December 20, 2007  
NATH & ASSOCIATES PLLC  
112 South West Street  
Alexandria, VA 22314

HLN/td