

PATENTS ONLY

05-21-2008



103504017

8002.5

1. Name of party or parties conveying an interest: Intelliseek, Inc. a Delaware Corporation 1128 Main Street, 4 th Floor Cincinnati, Ohio 45210	2. Name and address of party or parties receiving an interest: Name: Trendum LTD. an Israel Corporation 4 Shenkar, 4 th Floor P.O. Box 12696 Herzlia Pitusch, Israel 46733
3. Description of the interest conveyed: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement Execution Date: February 10, 2006	Other: <div style="writing-mode: vertical-rl; transform: rotate(180deg);">OPR/FINANCE</div>
4. Application number(s) or patent number(s). Additional sheet attached? YES___ NO <u>X</u> A. Patent Application no.(s): 11/651,661 filed January 10, 2007	If the document is being filed together with a new application, the execution date of the application is: B. Patent no.(s):
5. Name and address of party to whom correspondence concerning this cover sheet should be mailed: Name: Michael w. Zimmerman Reg. No. 57,993 HANLEY, FLIGHT & ZIMMERMAN, LLC 150 S. Wacker Drive, Suite 2100 Chicago, Illinois 60606	6. Number of applications and/or patents identified on this cover sheet: 1 7. Amount of fee enclosed or authorized to be charged: \$40.00 8. <i>Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</i>

9. To the best of my knowledge and belief, the information contained on this cover sheet is true and correct and any copy submitted is a true copy of the original document. I hereby certify that this paper is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

Date: 5/16/08

05/20/2008, MJAMA1 00000068 11651661
01 PG:0021
Michael W. Zimmerman
Registration No.: 57,993

40.00 OF

Total number of pages including cover sheet, attachments, and document: 6

PATENT ASSIGNMENT

THIS PATENT ASSIGNMENT ("Assignment") is effective as of February 14, 2006 ("Effective Date") from INTELLISEEK, INC., a Delaware corporation ("Assignor") to TRENDUM LTD., a corporation organized under the laws of Israel ("Assignee").

WHEREAS, Assignor is the exclusive owner of all right, title and interest in and to each of the patents listed on the attached Exhibit A ("Patents");

WHEREAS, Assignor, Assignee and BuzzMetrics, Inc., a Delaware corporation ("Parent Sub"), have entered into an Asset Purchase Agreement dated as of January 10, 2006 (the "Purchase Agreement"), which Purchase Agreement provides, among other things, for the sale, transfer, assignment and conveyance of substantially all of Assignor's assets used or usable in Assignor's business, defined in the Purchase Agreement as the "Purchased Assets;"

WHEREAS, Assignee wishes to acquire from Assignor the entire right, title and interest in and to the Patents; and

WHEREAS, the parties hereto wish to evidence such assignment as set forth below;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby grants, assigns and conveys to Assignee, its entire right, title and interest in and to the Patents, and any Related U.S. or Foreign Patent Filings throughout the United States, its Territorial Possessions, and the world. Assignor also hereby grants, assigns and conveys to Assignee the right to apply anywhere in the world for foreign patent(s) or the equivalent in respect of or based upon the Patents and/or any Related U.S. or Foreign Patent Filings, including, but not limited to, the right to claim the benefit of any international convention or treaty including the Patent Cooperation Treaty (PCT) and to claim priority pursuant to rights accorded Assignor under the terms of the International (Paris) Convention For The Protection of Industrial Property and any and all other available international conventions and treaties. Assignor also sells, assigns and transfers to Assignee the right to assert and enforce all rights arising from the Patents and any Related U.S. or Foreign Patent Filings with respect to any infringement of same that occurred before execution of this Assignment and to retain any monies or other damages or awards that may be received by Assignee as a result thereof.

2. Definitions. As used herein, the "Patents" also shall include any Related U.S. or Foreign Patent Filings (as hereinafter defined), applications or registrations; all inventions and subject matter disclosed in the Patents, and any extension, substitute, reissue and reexamination certificate based upon the Patents. "Related U.S. or Foreign Patent Filings" shall mean any U.S. or foreign patent application, irrespective of its filing date, that was, is or will be related to the Patents, as a provisional, continuation, continuation-in-part, continued prosecution, divisional U.S. or foreign patent application or any U.S. or foreign patent application, or any Patent

Cooperation Treaty (PCT) filings, which in any part claim priority from, or relate to the Patents, and any patent registrations granted or that may be granted, therefrom.

3. Third Party Beneficiary. Nothing expressed or implied in this Assignment is intended to confer upon any person other than Assignor and Assignee and their respective successors and permitted assigns, any rights, remedies, obligations or liabilities under or by reason of this Assignment.

4. Limitation. This Assignment is intended to implement the provisions of the Purchase Assignment and shall not be construed to enhance, extend or limit the rights or obligations of the Assignor, Assignee or Parent Sub thereunder. To the extent any provision of this instrument is inconsistent with the Purchase Agreement, the provisions of the Purchase Agreement shall control.

5. Governing Law. This Assignment will be governed by and construed in accordance with the laws of the State of New York without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any other jurisdiction.

6. Further Assurances. Each of the parties hereto shall execute and deliver such further instruments and other documents as the other party may reasonably request to effectuate the purposes of, or to evidence the transactions contemplated by, this Assignment.

7. Counterparts. This Assignment may be signed in any number of counterparts, each of which shall be an original, with the same effect as if the signature thereto and hereto were upon the same instrument. This Assignment shall become effective when each party hereto shall have received a counterpart hereof signed by the other parties hereto.

[Signature page follows. Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, the parties hereto, intending to be legally bound by the terms hereof, have executed this Patent Assignment as of the date first above written.

INTELLISEEK, INC.

By: Mahendra Vora
Name: Mahendra Vora
Title: Chairman

State of Ohio)
 : SS
County of Hamilton)

On this 10th day of February, 2006, before me appeared Mahendra Vora,
the person who signed this instrument, who acknowledged that he/she signed it as a free act on
behalf of Intelliseek, Inc. with authority to do so.



Michael John Moeddel
Attorney at Law
Notary Public, State of Ohio
Commission has no expiration date

Michael J. Moeddel
Signature of Notary Public

TRENDUM LTD.

By: Richard Nelson
Name: Richard Nelson
Title: Executive VP

State of New York)
 : SS
County of New York)

On this 13th day of February, 2006, before me appeared Richard Nelson,
the person who signed this instrument, who acknowledged that he/she signed it as a free act on
behalf of Trendum Ltd. with authority to do so.

Kevin T. Keenan
Signature of Notary Public

KEVIN T. KEENAN
NOTARY PUBLIC, STATE OF NEW YORK
NO. 01KE002887
QUALIFIED IN NEW YORK STATE
COMMISSION EXPIRES 08/30/2009

EXHIBIT A**PATENTS**

COUNTRY	REFERENCE#	TYP	FILED	SERIAL# ISSUED	DATE ISSUED	PATENT	STATUS
METHOD FOR DEVELOPING A CLASSIFIER FOR CLASSIFYING COMMUNICATIONS							
USA	BL055-GN016	New	3/16/2004	10/801,758			Published
METHODS AND APPARATUS FOR COLLECTING AND MANAGING CONSUMER FEEDBACK VIA A WIDE AREA NETWORK							
USA	BL055-GN008-P	New	12/17/1999	60/172,393			Expired
USA	BL055-GN005	FCA	10/23/2000	09/695,016			Abandoned
USA	BL055-GN006	FCA	10/23/2000	09/695,018			Abandoned
USA	BL055-GN007	FCA	10/23/2000	09/695,014			Abandoned
USA	BL055-GN008	FCA	10/23/2000	09/694,857			Pending
USA	BL055-GN008- PCT	CEQ	12/18/2000	PCT/US00/34608			Abandoned
MULTI-LAYERED SEMIOTIC MECHANISM FOR ANSWERING NATURAL LANGUAGE QUESTIONS USING DOCUMENT RETRIEVAL COMBINED WITH INFORMATION EXTRACTION UNITED STATES BL055-GN010							
USA	BL055-GN010	NEW	3/1/2001	09/796,961	6/24/2003	6,584,470 B2	ISSUED
SEGMENTING WEBLOGS INTO POSTS (OR: EXTRACTING STRUCTURED DATA FROM WEBLOGS)							
United States	BL055-GN018-P	New	6/16/2005	60/691,200			PENDING
SYSTEM AND METHOD FOR COLLECTION AND ANALYSIS OF ELECTRONIC DISCUSSION MESSAGES							
USA	BL055-GN004- D1	DIV	9/28/2005	11/239,632			MAILED
USA	BL055-GN004- D2	DIV	9/28/2005	11/239,695			MAILED
USA	BL055-GN004- D3	DIV	9/28/2005	11/239,696			MAILED
USA	BL055-GN004	New	10/11/2000	09/686,516			PENDING
USA	BL055-GN003- CIP	CIP	6/13/2001	09/879,220			PENDING

TOPICAL SENTIMENTS IN ELECTRONICALLY STORED COMMUNICATIONS							
USA	BL055-GN017	FCA	9/30/2005	11/245,542			MAILED
WIPO	BL055-GN017W	CEQ	9/30/2005	PCT/US05/35321			MAILED
USA	BL055-GN017-P	NEW	9/30/2004	60/614,941			PENDING

1550659.5