

PATENTS ONLY

09-02-2008



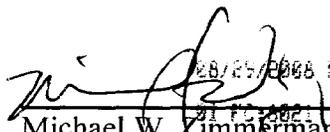
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<p>1. Name of party or parties conveying all interest:</p> <p>Intelliseek, Inc. A Delaware corporation 1128 Main street 4<sup>th</sup> floor Cincinnati, OH 45210</p>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: Trendum, Ltd. 4 Shenkar Street Fourth Floor Herzliya Pituach, Israel</p>
<p>3. Description of the interest conveyed:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement</p> <p>Execution Dates: February 10, 2006 and February 13, 2006</p>	<p>Other:</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">OPR/FINANCIAL</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES ___ NO <u>X</u></p> <p>A. Patent Application no.(s): 11/239,632 filed 09/28/05</p>	<p>If the document is being filed together with a new application, the execution date of the application is:</p> <p>B. Patent no.(s):</p>
<p>5. Name and address of party to whom correspondence concerning this cover sheet should be mailed:</p> <p>Name: Michael W. Zimmerman Reg. No. 57,993 HANLEY, FLIGHT &amp; ZIMMERMAN, LLC 150 S. Wacker Drive, Suite 2100 Chicago, Illinois 60606</p>	<p>6. Number of applications and/or patents identified on this cover sheet: 1</p> <p>7. Amount of fee enclosed or authorized to be charged: \$40.00</p> <p>8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 50-2455</p>

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: 8/25/08

  
 28/25/2008 HANLEY 00000006 11239632  
 Michael W. Zimmerman  
 Registration No.: 57,993

Total number of pages including cover sheet, attachments, and document: 4

## 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.]*

