



09-08-2009

B/O FORM PTO-1595 (1/31/92)

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

1. Name of Conveying Party:

1. CELLTICK TECHNOLOGIES LTD

☐ Additional names of conveying parties attached.

3. Nature of Conveyance

☐ Assignment☐ Merger☒ Security Agreement☐ Change of Name

Other:

Execution Date:

August 27, 2008

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

Name: KREOS CAPITAL II LIMITED

Street Address: 47 Esplanade

City, State, Zip: St. Helier, Jersey JE1 0BD

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

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

Not Yet Assigned

12/448211

If this document is being filed together with a new application,
the execution date of the application is:

1. June 9, 2009

2. June 9, 2009

4. (B) Patent Number(s):

☐ Additional Numbers Attached.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

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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

Date

Attorney Docket No.: 82860

Total number of pages comprising cover sheet: 1



12/448211

IAPO2Rec'd PCT 12 JUN 2009.

B/O FORM PTO-1595 (1/31/92)

06-17-2009

U.S. Department of Commerce
Patent and Trademark Office

103564046

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Attorney Docket No.: 82860

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06/15/2009 LHMDBH 00000021 12448211

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40.00 DP

12/448211

Attorney Docket No. 82860

ASSIGNMENT OF U.S.A. PATENT APPLICATION
(PCT Worldwide rights assigned by inventors to company)

WHEREAS,

- (1) GIL, Amit
- (2) NERIA, Uri

(Addresses:)

- (1) 10b, Lochamci Hagetaot Street, 56215 Yehud, (IL)
- (2) 59 Kochav Hayam, 40295 Chofit, (IL)

(hereinafter referred to as the "ASSIGNOR") is the owner of certain new and useful improvements in:

MOBILE ADVERTISING ON PERSONAL CELLULAR TELECOMMUNICATIONS DEVICES
for which ASSIGNOR has

[X] filed on 20 March 2007 an International Application Number:
PCT/IL2007/000358

[] executed on even date herewith
(hereinafter referred to as said INTERNATIONAL APPLICATION);

And WHEREAS, CELLTICK TECHNOLOGIES LTD, a company organized under the laws of Israel and having a principal place of business at: 7 Haqalim Avenue, POB 12878, 46733 Herzliya (IL), (hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said INTERNATIONAL APPLICATION and of the national applications for each of the countries designated therein, including the United States, and of all other related applications throughout the world (hereinafter referred to as said NATIONAL APPLICATION), and of acquiring the inventions and improvements disclosed therein, and of any and all divisions and continuations of said NATIONAL APPLICATION, and of all rights of priority under the terms of the International Convention for the Protection of Industrial Property, and in and to any and all Letters Patent which may issue thereon, including any and all divisions, continuations, reexaminations, reissues, renewals, revalidations, and/or extensions of all such Letters 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 the entire right, title and interest in and to said INTERNATIONAL APPLICATION and of the national applications for each of the countries designated therein, including the United States, and of all other related applications throughout the world (hereinafter referred to as said NATIONAL APPLICATION), and of acquiring the inventions and improvements disclosed therein, and of any and all divisions and continuations of said NATIONAL APPLICATION, and all rights of priority under the terms of the International Convention for the Protection of Industrial Property, and in and to any and all Letters Patent which may issue thereon, including any and all divisions, continuations, reexaminations, reissues, renewals, revalidations, and/or extensions of all such Letters Patents, with all the rights, powers, privileges, and advantages in any way arising from or pertaining thereto, for and during the term or terms of any and all such Letters Patent when granted, including the terms of any and all divisions, continuations, reexaminations, reissues, renewals, revalidations, and/or extensions thereof, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, continuations, reexaminations, reissues, renewals, revalidations, 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, revalidation, 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 and enforce full benefits from the rights and interests herein assigned.

This Assignment shall be binding upon the heirs, executors, administrators, successors, beneficiaries, distributees and/or assigns of said ASSIGNOR, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

Said ASSIGNOR hereby authorizes and requests the Director of the United States Patent and Trademark Office and any foreign counterpart to issue a Letters Patent for said NATIONAL APPLICATION, including any and all divisions and continuations thereof, to said ASSIGNEE, its assigns and legal representatives, in accordance with this Assignment.

Said ASSIGNOR hereby authorizes and requests any attorney of record in said APPLICATION or any attorney of Nath & Associates PLLC, 112 S. West Street, Alexandria, VA 22314, to insert above any information concerning the identity of the parties or of said APPLICATION including the Serial Number and filing date of said APPLICATION.

IN WITNESS WHEREOF, we hereby set our signatures and seals on the date indicated.

1. Date: June 9th 2009 Signature: [Signature]
Witness: Lina Key

2. Date: 9/6/09 Signature: [Signature]
Witness: Lina Key

3. Date: _____ Signature: _____
Witness: _____

Page 2 of 2