

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Rafael Ton	09/11/2009
Yoad Gidron	09/11/2009
RECEIVING PARTY DATA	
Name:	NEW ACT LTD
Street Address:	Tabor Building, Yokneam Industrial Park
City:	Yokneam Illit
State/Country:	ISRAEL
Postal Code:	20692
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	61136583
Application Number:	12369009
Application Number:	12068573
CORRESPONDENCE DATA	
Fax Number:	(301)952-9023
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3019521011
Email:	dvorah@drdgraeser.com
Correspondent Name:	Dr. D. Graeser Ltd
Address Line 1:	9003 Florin Way
Address Line 2:	c/o Discovery Dispatch
Address Line 4:	Upper Marlboro, MARYLAND 20772
ATTORNEY DOCKET NUMBER:	501
NAME OF SUBMITTER:	Dvorah Graeser

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Total Attachments: 3

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PATENT ASSIGNMENT

Attorney Docket No. 501

ASSIGNMENT

WHEREAS, WE, Rafael Ton, an individual residing at 26 Haeshel St, Yokneam , Israel, and Yoad Gidron, an individual residing at Ramot Menashc , Israel (hereinafter referred to as "ASSIGNORS"), have invented one or more inventions, as joint inventors, described in the following applications (or provisional applications) for Letters Patent of the United States entitled:

SYSTEM AND METHOD FOR USING A COMPUTER AS A BRIDGE FOR DATA SYNCHRONIZATION BETWEEN A CELLULAR DEVICE AND A COMPUTER NETWORK

Identified by

☒ U.S. Provisional Application Serial No. 61/136583 , filed in the United States Patent and Trademark Office on September 17 2008 ; and

MOBILE COMMUNICATION DEVICE NOTIFIER

Identified by

☒ U.S. Application Serial No. 12/369,009 , filed in the United States Patent and Trademark Office on July 21 2009 ; and

SYSTEM AND METHOD FOR FLEXIBLE DATA RETRIEVAL FOR MOBILE COMMUNICATION DEVICES

Identified by

☒ U.S. Application Serial No. 12/068,573 , filed in the United States Patent and Trademark Office on February 8 2008 ; and

WHEREAS, NEW ACT LTD (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of Israel, and having a usual place of business at Tabor Building, Yokneam Industrial Park, Yokneam Illit, 20692 Israel, desires to acquire an interest therein, in accordance with agreements duly entered into with ASSIGNORS;

NOW, THEREFORE, for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS have sold, assigned and transferred and do hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns, and legal representatives, ASSIGNORS' entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to the invention(s) described in said application, together with ASSIGNORS' entire right, title and interest in and to said application and such Letters Patent that may issue thereon or patent application that may claim priority thereto under United States law or international convention, including but not

limited to non-provisionals, continuations, designs, divisionals, reissues, reexaminations, extensions, and substitutions of said application or such Letters Patent, and any right, title and interest ASSIGNORS may have in provisional applications to which said application claims priority and such Letters Patent that may issue thereon, said invention(s), patent applications and Letters Patent to be held and enjoyed by ASSIGNEE for its own use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by ASSIGNORS had this assignment and sale not been made;

ASSIGNORS hereby convey all of ASSIGNORS' rights arising under or pursuant to any and all United States laws and international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for Letters Patent, including but not limited to any cause(s) of action and damages accruing prior to this assignment.

ASSIGNORS hereby acknowledge that this assignment, being of ASSIGNORS' entire right, title and interest in and to said invention(s), carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all Letters Patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all Letters Patent to ASSIGNEE in its own name as assignee of ASSIGNORS' entire right, title and interest therein;

AND, ASSIGNORS hereby authorize and request the Director of the United States Patent and Trademark Office and the empowered officials of all other governments to issue such Letters Patent as shall be granted upon said application, or applications based thereon, to ASSIGNEE, its successors, assigns, or legal representatives;

AND, ASSIGNORS hereby further agree for themselves, ASSIGNORS' executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts that may be deemed necessary to secure fully the aforesaid invention(s) to ASSIGNEE, its successors, assigns, and legal representatives, but at its or their expense and charges, including the execution of non-provisional, continuation, divisional, design, reissue, reexamination, substitution, or corresponding foreign or international patent applications;

AND, ASSIGNORS hereby further agree to provide statements or testimony in any interference or other proceeding in which said invention(s) or any application or patent directed thereto may be involved;

AND, ASSIGNORS hereby further agree to communicate to ASSIGNEE all facts known to ASSIGNORS relating to said inventions and discoveries or the history thereof; and to furnish ASSIGNEE with any and all documents, photographs, models, samples, and other physical exhibits in ASSIGNORS' control or in the control of its heirs, legal representatives or assigns which may be useful for establishing the facts of conceptions, disclosures, and reduction to practice of said inventions and discoveries and to otherwise take any action and fully cooperate with ASSIGNEE and its successors, assigns or legal representatives.

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AND, ASSIGNORS hereby further warrant and covenant that no other assignment, security interest, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of ASSIGNOR;

AND, ASSIGNORS hereby further warrant that ASSIGNORS have not knowingly conveyed to others any right in said inventions, discoveries, applications, or patents or any license to use the same or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries;

AND, ASSIGNORS hereby further covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.

IN WITNESS WHEREOF, ASSIGNORS have executed this Patent Assignment as of the date first above written.



Rafael Ton

Date: 11/9/2009



Yoad Gidron

Date: Sep. 14, 2009