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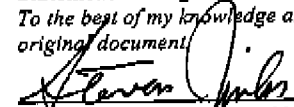
<p>1. A. Name of conveying parties: 1.) Ari RAPPOPORT 2.) Uri AVISSAR 3.) Alex BEN-TAL 4.) Iddo LEVIN</p> <p>B. Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. A. Name and address of receiving party: YISSUM RESEARCH DEVELOPMENT COMPANY OF THE HEBREW UNIVERSITY OF JERUSALEM, LTD. HI TECH PARK EDMOND SAFRA CAMPUS GIVAT RAM JERUSALEM 91390 ISRAEL</p>
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<p>3. A. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>B. Execution Date: <u>1.) October 19, 2009;</u> <u>2.), 3.) & 4.) August 17, 2009;</u></p>	<p>B. Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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<p>4. A. Patent Application No. <u>12/543,979</u></p> <p style="text-align: center;">Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>C. Title of Application: <u>PERSONAL TEXT ASSISTANT</u></p>	<p>B. Patent No.(s)</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>James A. Oliff</u></p> <p>Address: <u>OLIFF & BERRIDGE, PLC</u> <u>P.O. Box 320850</u> <u>Alexandria, VA 22320-4850</u> <u>Phone Number: 703-836-6400</u> <u>Fax Number: 703-836-2787</u></p>	<p>6. Total number of applications and patents involved: <u>1</u></p> <p>7. Please charge Deposit Account No. 15-0461 the total fee (37 CFR 3.41) in the amount of <u>\$40.00</u>.</p> <p>8. Credit any overpayment or charge any underpayment to deposit account number 15-0461.</p>
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9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.


James A. Oliff Registration No. 27,075
Steven D. Jinks Registration No. 62,760

Date: October 26, 2009

CH \$40.00 150461 12643979

ASSIGNMENT

Full Name of Inventor: Ari RAPPOPORT
 Citizenship: Israeli
 Post Office Address: 29/3 El Salvador St.,
 Jerusalem 96404
 ISRAEL

Full Name of Inventor: Uri AVISSAR
 Citizenship: Israeli
 Post Office Address: 7 Hayasmin St.,
 Kfar-Sava 44355
 ISRAEL

Full Name of Inventor: Alex BEN-TAL
 Citizenship: Israeli
 Post Office Address: 1/17 Eliezer Friedman St.,
 Petach Tikva 49444
 ISRAEL

Full Name of Inventor: Iddo LEVIN
 Citizenship: Israeli
 Post Office Address: Shderot Motzkin 5,
 Tel-Aviv 62288
 ISRAEL

In consideration of the sum of one dollar (US\$ 1.00) the receipt and adequacy thereof is hereby acknowledged and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby do (does) assign, transfer and set over to

Name of Assignee Yissum Research Development Company of the Hebrew University of Jerusalem,
 Ltd.
 Israeli Company, of
Address of Assignee Hi Tech Park
 Edmond Safra Campus
 Givat Ram
 Jerusalem 91390
 ISRAEL

(hereinafter designated as the Assignee) the entire right, title and interest for the United States, its territories, dependencies and possessions and elsewhere throughout the world, in the invention, and all applications for patent and any Letters Patent which may be granted therefore, known as

Title PERSONAL TEXT ASSISTANT

for which the undersigned has (have) executed an application for patent in the United States of America, the specification of which:

- is attached hereto.
 was filed on August 19, 2009 as Application Serial No. 12/543,979

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional or reissue applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient or essential to its full protection and title in and to the invention hereby transferred.

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3) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

4) The undersigned agree(s) to communicate to the Assignee or representatives thereof any facts known to me (us) respecting the invention and improvements thereof, and will, upon request, but without expense to me (us), testify in any legal proceedings regarding the invention.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

6) The undersigned hereby grant(s) the firm of Olliff & Berridge, PLC the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent Office for recordation of this document.

7) This Assignment shall be binding upon my (our) heirs, executors, administrators, and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors and/or assigns of the Assignee.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Full Name of Inventor: Ari RAPPOPORT

Inventor's Signature: _____ Date: _____

Full Name of Inventor: Uri AVISSAR

Inventor's Signature:  _____ Date: 8/17/2009

Full Name of Inventor: Alex BEN-TAL

Inventor's Signature: _____ Date: _____

Full Name of Inventor: iddo LEVIN

Inventor's Signature:  _____ Date: 8/17/2009

Date _____ Witness _____

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In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Full Name of Inventor: Ari RAPPOFORT

Inventor's Signature:

Ari Rappoport

Date:

19 Oct 2009

Full Name of Inventor: Uri AVISSAR

Inventor's Signature:

Date:

Full Name of Inventor: Alex BEN-TAL

Inventor's Signature:

Date:

Full Name of Inventor: Iddo LEVIN

Inventor's Signature:

Date:

Date

19 Oct 2009

Witness

Renee Rappoport

Date

19 Oct 2009

Witness

Tom Galby

ASSIGNMENT

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 Citizenship: Israeli
 Post Office Address: 29/3 El Salvador St.,
 Jerusalem 96404
 ISRAEL

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 Citizenship: Israeli
 Post Office Address: 7 Hayasmin St.,
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<i>Name of Assignee</i>	Yisum Research Development Company of the Hebrew University of Jerusalem, Ltd.
<i>Address of Assignee</i>	Israeli Company, of Hi Tech Park Edmond Saffra Campus Givat Ram Jerusalem 91390 ISRAEL

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Full Name of Inventor: Ari RAPOPORT

Inventor's Signature: _____ Date: _____

Full Name of Inventor: Uri AVISSAR

Inventor's Signature: _____ Date: _____

Full Name of Inventor: Alex BEN-TAL

Inventor's Signature:  _____ Date: 12.8.2009

Full Name of Inventor: Iddo LEVIN

Inventor's Signature: _____ Date: _____

Date _____ Witness _____

Date _____ Witness _____