

U.S. PTO
12/591988
12/07/2009

12-15-2009

Form PTO-1595 (Rev. 07/05)
OMB No. 0651-0027 (exp. 6/30/2008)

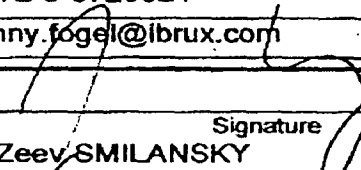
J.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



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To the Director of the U.S. Patent and Trademark Office, at the address or the new address(es) below.

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1. Name of conveying party(ies) Zeev SMILANSKY Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies) Name: EMZA Visual Sense Ltd. Internal Address: _____ Street Address: 3 Hayozma Street City: Kfar Sava State: _____ Country: Israel Zip: 44422 Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance/Execution Date(s): Execution Date(s) 1 November 2009 <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other		4. Application or patent number(s): <input checked="" type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name and address to whom correspondence concerning document should be mailed: Name: Ronny Fogel Internal Address: Daitan Consulting Ltd. Street Address: P.O.Box 1146 City: Kfar Sava State: Israel Zip: 44110 Phone Number: +972-54-5694429 Fax Number: +972-3-6725624 Email Address: ronny.fogel@lbrux.com		6. Total number of applications and patents involved: 1 7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40 <input checked="" type="checkbox"/> Authorized to be charged by credit card <input type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)	
9. Signature:  Signature Zeev SMILANSKY Name of Person Signing		8. Payment Information a. Credit Card Last 4 Numbers 8543 Expiration Date 12/2012 b. Deposit Account Number _____ Authorized User Name _____ Date 1 DEC. 2009 Total number of pages including cover sheet, attachments, and documents: 3	

Documents to be recorded (including cover sheet) should be faxed to (671) 273-0140, or mailed to:
Mail Stop 6, Patent Registration Section, Director of the USPTO, P.O. Box 1488, Alexandria, VA 22304-1488

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PATENT
REEL: 023652 FRAME: 0890

ASSIGNMENT OF APPLICATION

WHEREAS, I

Zeev Smilansky

Have invented certain new and useful improvements in:

UNIVERSAL COUNTING AND MEASUREMENT SYSTEM

for which an application for a Provisional Patent is attached herein

and

WHEREAS, Emza Visual Sense Ltd. -

(hereinafter referred to as "ASSIGNEE") having a place of business at:

3 Hayozma street, Kfar Sava, 44422, Israel

Is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters patent that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARES (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I, by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in any and all foreign countries and the entire right, title and interest in and to any Letters Patent which may be granted therefore in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

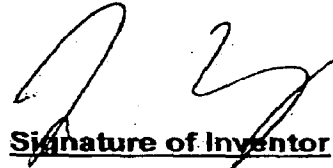
I hereby authorize and request the Patent Office Officials in the United States and its territorial possessions and in any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its successors and assigns, 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 me had this Assignment and sale not been made.

Further, I agree that I will communicate to said ASSIGNEE or its representatives any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisionals, continuations, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant the ASSIGNEE the power to insert on this assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States patent and Trademark Office for recordation of this document.

1 November 2009

Zeev Smilansky



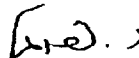
Date

Name of Inventor

Signature of Inventor

1 November 2009

Ronny FOGEL



Date

Name of Witness

Signature of Witness

Witness address:

8 Gordon street, Givatayim 53235, Israel