

02-02-2010

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



ET

**12/452903**

103587925

**P05Rec'd PCT 28 JAN 2010**

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

GIL, Amit  
ZURAWEL, Guy

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

**2. Name and address of receiving party(ies)**

Name: CELLTICK TECHNOLOGIES LTD

Internal Address: \_\_\_\_\_

Street Address: 7 Hagalim Avenue, PO Box 12878

City: Herzliya

State:    

Country: Israel Zip: 46733

Additional name(s) & address(es) attached? ☐ Yes ☒ No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) 1-16-10; 1-17-10

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Joint Research Agreement  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

**4. Application or patent number(s):**

A. Patent Application No.(s)

☒ This document is being filed together with a new application.  
B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Harold L. Novick

Internal Address: \_\_\_\_\_

Street Address: P.O. Box 1907

City: Alexandria

State: VA Zip: 22313

Phone Number: 202-258-9245

Fax Number: 408-907-3548

Email Address: hnovick@novick.com

**6. Total number of applications and patents involved: 1**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$40**

- ☐ Authorized to be charged by credit card  
☐ Authorized to be charged to deposit account  
☒ Enclosed  
☐ None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

**9. Signature:**

*Harold L. Novick*

Signature

Date

Harold L. Novick

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

01/29/2010 LLANDGRA 00000011 12452903

06 FC:8021

40.00 OP

Copyright 2005 Forms in Word ([www.formsinword.com](http://www.formsinword.com)). For individual use only.

**PATENT**  
**REEL: 023881 FRAME: 0482**

Attorney Docket No. 12001

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

**WHEREAS,**

(1) GIL, Amit

(2) ZURAWEL, Guy

(Addresses:)

(1) 10b, Lochamei Ha'getaot Street, 56215 Yehud, (IL)

(2) Plot 37 Moshav Tel Shabar, 76805, D.N. Emek Shorek, IL

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

**USER ACTIVITY TRACKING ON PERSONAL CELLULAR TELECOMMUNICATIONS DEVICES** for which ASSIGNOR has

☒ [ X ] filed on 31 July 2008 an International Application Number: PCT/IL2008/001050

☐ [ ] 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 Hagalim 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.

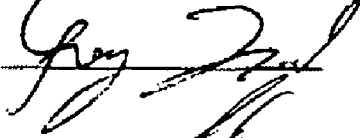
And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will, upon request, without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, reexamination, reissue, renewal, revalidation, and/or extension applications, make all rightful 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.

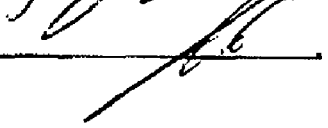
This Assignment shall be binding upon the heirs, executors, administrators, successors, beneficiaries, distributees and/or assigns of said ASSIGNOR, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

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 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: 16 Jan. 2010 Signature:  Witness: \_\_\_\_\_

2. Date: 17/1/2010 Signature:  Witness: \_\_\_\_\_