

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Dotan Emanuel</td> <td>02/24/2010</td> </tr> <tr> <td>Tal Elad</td> <td>02/23/2010</td> </tr> <tr> <td>Amos Yoffe</td> <td>02/24/2010</td> </tr> <tr> <td>Sol Tzvi</td> <td>02/24/2010</td> </tr> </tbody> </table>		Name	Execution Date	Dotan Emanuel	02/24/2010	Tal Elad	02/23/2010	Amos Yoffe	02/24/2010	Sol Tzvi	02/24/2010		
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CORRESPONDENCE DATA													
<p>Fax Number: (866)864-3947 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 973-401-7157 Email: patent@myerswolin.com Correspondent Name: MYERS WOLIN, LLC Address Line 1: 100 HEADQUARTERS PLAZA Address Line 2: North Tower, 6th Floor Address Line 4: MORRISTOWN, NEW JERSEY 07960-6834</p>													
ATTORNEY DOCKET NUMBER:	GEIN 1972												
NAME OF SUBMITTER:	Brian S. Myers												

OP \$40.00 12713837

501104185

PATENT
REEL: 023999 FRAME: 0465

Total Attachments: 2

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ASSIGNMENT

WHEREAS, the below named inventor(s), ASSIGNOR, has made a certain new and useful invention in **SYSTEM AND METHOD FOR MANAGEMENT OF INFORMATION STREAMS DELIVERED FOR USE BY A USER**, for which an application is being filed concurrently herewith.


WHEREAS, Genleo Innovation Ltd., having an address at 10 Hasadnaot Street, Herzliya 46733 Israel, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the said invention and the said application.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

ASSIGNOR authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument; and


ASSIGNOR covenants and agrees that he has full right to convey the entire interest herein assigned, and has not executed, and will not execute, any agreement in conflict herewith; and

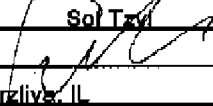
ASSIGNOR further covenants and agrees that he will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

Full name of first inventor: Dotan Emanuel
Inventor's Signature:  Date: 24.2.2010
Residence: Herzliya, IL Citizenship: IL
Post Office Address: c/o Genleo Innovation Ltd. 10 Hasadnaot Street, Herzliya 46733 Israel

Full name of joint inventor: Tal Elad
Inventor's Signature:  Date: 23/2/2010
Residence: Holon, IL Citizenship: IL
Post Office Address: c/o Genleo Innovation Ltd. 10 Hasadnaot Street, Herzliya 46733 Israel

Assignment
Page 2 of 2 GEIN 1972

Full name of joint inventor: Amos Yoffe
Inventor's Signature:  Date: 24/2/2010
Residence: Kibbutz Ramat-Yohanan, IL Citizenship: IL
Post Office Address: c/o Genieo Innovation Ltd. 10 Hasadnaot Street, Herzliya 46733 Israel

Full name of joint inventor: Sof Tzi
Inventor's Signature:  Date: 24.2.2010
Residence: Herzliya, IL Citizenship: IL
Post Office Address: c/o Genieo Innovation Ltd. 10 Hasadnaot Street, Herzliya 46733 Israel