

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MUREX Systems, Ltd.	09/28/2011
<b>RECEIVING PARTY DATA</b>	
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<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11883605
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<b>NAME OF SUBMITTER:</b>	John C. Eisenhart
<b>Total Attachments: 2</b> source=5524-41MUREXtoSterman#page1.tif source=5524-41MUREXtoSterman#page2.tif	

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**PATENT**  
**REEL: 027018 FRAME: 0404**

## ASSIGNMENT OF PATENT APPLICATION

MUREX Systems, Ltd. (hereinafter MUREX), having a business address of 20 Ben Gurion Street, Givat Shmuel, Israel 54017, warrants that it is the owner of the entire right, title and interest in U.S. Patent Application Serial No. 11/883,605, titled "PROVIDING EFFECTIVE ADVERTISING VIA SYNCHRONIZED TELEPHONE AND DATA STREAMS" (hereinafter the '605 Application) by virtue of an Assignment recorded in the U.S. Patent and Trademark Office Assignment Records at Reel 22891, Frame 0033, effective June 30, 2009.

In consideration of the sum of one dollar (\$1.00) and other good and valuable consideration paid to MUREX, the receipt and sufficiency of which is hereby acknowledged, MUREX hereby assigns, transfers and sets over all right, title and interest in and to the '605 Application and the inventions and intellectual property disclosed and claimed in the '605 Application to Baruch Serman, an individual having a residential address of 14 Hagoren, Efrat, Israel 90435 (hereinafter Serman).

MUREX, through its authorized agents and representatives, agrees to execute all papers and documents necessary in connection with the '605 Application or any interference which may be declared and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as Serman may deem necessary or expedient and further to perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

MUREX also agrees to perform all affirmative acts which may be necessary to obtain the grant of valid United States patents to Serman or Serman's successors or Assigns.

MUREX hereby authorizes and requests the Commissioner of Patents to issue any and all Letters Patent of the United States resulting from the '605 Application or any division or divisions or continuing applications thereof to Sterman or Sterman's successors or Assigns, as Assignee of the entire interest, and hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed and will not execute, any agreement in conflict herewith.

MUREX hereby grants the firm of NIXON & VANDERHYE P.C. 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.

In witness whereof, executed by the undersigned on the date opposite the undersigned signatures.

Date 9/28/11



xxx xxx

MUREX Systems Ltd.