

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------------------|---------------|-------------------|------------------------|------------------|--------------|------------|----------------|------------|--------------|------------|-------------|------------|--------------|------------|--------------|------------|--------------|------------|-----------|------------|-------------|------------|---------------|------------|------------|------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Hadas LIBERMAN BEN-AMI</td> <td>11/24/2011</td> </tr> <tr> <td>Leon PORTMAN</td> <td>11/24/2011</td> </tr> <tr> <td>Yuval MARCO</td> <td>11/24/2011</td> </tr> <tr> <td>Yosef GOLAN</td> <td>11/24/2011</td> </tr> <tr> <td>Shlomi HABA</td> <td>11/24/2011</td> </tr> <tr> <td>Iftach SMITH</td> <td>11/24/2011</td> </tr> <tr> <td>Yizhar RONEN</td> <td>11/24/2011</td> </tr> <tr> <td>Yohay ETSION</td> <td>11/24/2011</td> </tr> <tr> <td>Igor CHER</td> <td>11/24/2011</td> </tr> <tr> <td>Naama DAMTI</td> <td>11/24/2011</td> </tr> <tr> <td>Assaf FRENKEL</td> <td>11/24/2011</td> </tr> <tr> <td>Uzi BARUCH</td> <td>11/24/2011</td> </tr> </tbody> </table> | | Name | Execution Date | Hadas LIBERMAN BEN-AMI | 11/24/2011 | Leon PORTMAN | 11/24/2011 | Yuval MARCO | 11/24/2011 | Yosef GOLAN | 11/24/2011 | Shlomi HABA | 11/24/2011 | Iftach SMITH | 11/24/2011 | Yizhar RONEN | 11/24/2011 | Yohay ETSION | 11/24/2011 | Igor CHER | 11/24/2011 | Naama DAMTI | 11/24/2011 | Assaf FRENKEL | 11/24/2011 | Uzi BARUCH | 11/24/2011 |
| Name | Execution Date | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hadas LIBERMAN BEN-AMI | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Leon PORTMAN | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yuval MARCO | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yosef GOLAN | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Shlomi HABA | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Yizhar RONEN | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Naama DAMTI | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Assaf FRENKEL | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Uzi BARUCH | 11/24/2011 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>NICE Systems Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>8 Hapnina Street</td> </tr> <tr> <td>City:</td> <td>Raanana</td> </tr> <tr> <td>State/Country:</td> <td>ISRAEL</td> </tr> <tr> <td>Postal Code:</td> <td>43107</td> </tr> </table> | | Name: | NICE Systems Ltd. | Street Address: | 8 Hapnina Street | City: | Raanana | State/Country: | ISRAEL | Postal Code: | 43107 | | | | | | | | | | | | | | | | |
| Name: | NICE Systems Ltd. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Street Address: | 8 Hapnina Street | | | | | | | | | | | | | | | | | | | | | | | | | | |
| City: | Raanana | | | | | | | | | | | | | | | | | | | | | | | | | | |
| State/Country: | ISRAEL | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Postal Code: | 43107 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13305279</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13305279 | | | | | | | | | | | | | | | | | | | | | | |
| Property Type | Number | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Application Number: | 13305279 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fax Number: | (646)878-0801 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Phone: | 646-878-0800 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email: | USPTO@pczlaw.com | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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via US Mail.

Correspondent Name: Pearl Cohen Zedek Latzer, LLP
Address Line 1: 1500 Broadway
Address Line 2: 12th Floor
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:

P-75304-US

NAME OF SUBMITTER:

Milo Eadan

Total Attachments: 5

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ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the Receipt of which is hereby acknowledged, I the undersigned, LIBERMAN BEN-AMI, Hadas residing at 9 Hagilboa St., Kadima 60920, Israel; PORTMAN, Leon residing at 15 Machanot Ha-Olim St., Rishon Lezion 75834, Israel; MARCO, Yuval residing at Hatavas 11/7, Kadima 60920, Israel; GOLAN, Yosef residing at Derech Hayien 9/32, Ashkelon, Israel; HABA, Shlomi residing at Nehalat Zvi 35, Petah Tiqva 49421, Israel; SMITH, Iftach residing at 5 Shazar Street, Hod Hasharon 45372, Israel; RONEN, Yizhar residing at Yeshurun 17/19, Hod HaSharon 45200, Israel; ETSION, Yohay residing at Haim Lebanon 85 Apt. 8, Tel Aviv 69345, Israel; CHER, Igor residing at 6/19 Naftali Ben Efraim, Rehovot 76217, Israel; DAMTY, Naama residing at 57 A Ben Gurion Street, Zichron-Yackov 30900, Israel; FRENKEL, Assaf residing at 37 Derech Rishonim Street, Ramat HaSharon 47242, Israel; and BARUCH, Uzi residing at Hareches 17/16, Maale Adumim 98554, Israel

Hereby sell, assign and transfer to NICE Systems Ltd., an Israeli company located at 8 Hapnina Street, Raanana 43107, Israel its successors, assigns and legal representatives (hereinafter, the "Assignee"), the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed in the application for United States Patent U.S. Serial No. (13/305,279) filed (November 28, 2011) and being entitled:

**SYSTEM AND METHOD FOR TRACKING WEB INTERACTIONS WITH REAL TIME
ANALYTICS**

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions. I hereby authorize and request the attorney of record of the firm Pearl Cohen Zedek Latzer, LLP, 1500 Broadway, 12th Floor, New York, New York 10036, to insert in the parentheses above, the filing date and US Serial No. of said application when known;


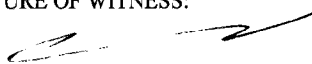
Authorize and request the Commissioner of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this

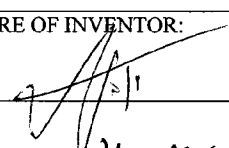
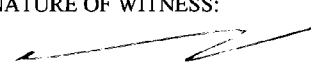
assignment, any and all United States Letters Patent on said inventions or any of them disclosed in said application;

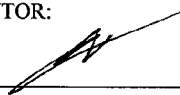

Agree that said Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the under-signed or the undersigned's executors or administrators will, for the United States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

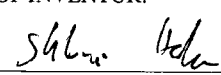
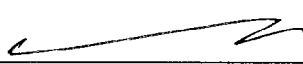
COVENANT with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

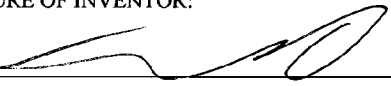
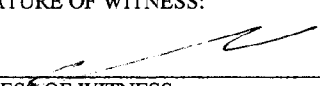
| | |
|--|---|
| FULL NAME OF INVENTOR: LIBERMAN BEN-AMI, Hadas | FULL NAME OF WITNESS: <i>Moty Cory</i> |
| SIGNATURE OF INVENTOR: <i>Liberman Hadas</i> | SIGNATURE OF WITNESS: <i>[Signature]</i> |
| DATE: <u>29 Nov 2011</u> (day / month / year) | ADDRESS OF WITNESS: <i>52 Hagalil St. Ra'anana 43252, ISRAEL</i> |

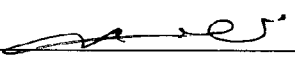

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| FULL NAME OF INVENTOR: PORTMAN, Leon | FULL NAME OF WITNESS: <i>Moty Cory</i> |
| SIGNATURE OF INVENTOR:  | SIGNATURE OF WITNESS:  |
| DATE: <u>24 Nov 2011</u> (day / month / year) | ADDRESS OF WITNESS: <i>52 Hagalil St., Ra'anana 43252</i> <i>ISRAEL</i> |

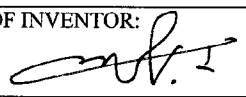
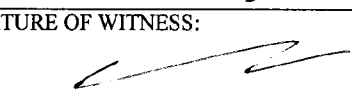
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| FULL NAME OF INVENTOR: MARCO, Yuval | FULL NAME OF WITNESS: <i>Moty Cory</i> |
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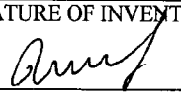

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| FULL NAME OF INVENTOR: GOLAN, Yosef | FULL NAME OF WITNESS: <i>Moty Cory</i> |
| SIGNATURE OF INVENTOR:  | SIGNATURE OF WITNESS:  |
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|---|---|
| FULL NAME OF INVENTOR: HABA, Shlomi | FULL NAME OF WITNESS: <i>Moty Cory</i> |
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| FULL NAME OF INVENTOR: SMITH, Iftach | FULL NAME OF WITNESS: <i>Moty Cory</i> |
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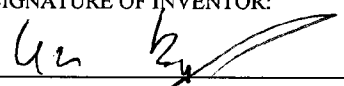

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| | |
|---|---|
| FULL NAME OF INVENTOR: CHER, Igor | FULL NAME OF WITNESS: <i>Moty Cory</i> |
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| | |
|--|---|
| FULL NAME OF INVENTOR: DAMTY, Naama | FULL NAME OF WITNESS: <i>Moty Cory</i> |
| SIGNATURE OF INVENTOR: <i>Naama Damty</i> | SIGNATURE OF WITNESS:  |
| DATE: <u>24 Nov 2011</u> (day / month / year) | ADDRESS OF WITNESS: 52 Hagalil St., Ra'anana 43252 ISRAEL |

| | |
|--|---|
| FULL NAME OF INVENTOR: FRENKEL, Assaf | FULL NAME OF WITNESS: <i>Moty Cory</i> |
| SIGNATURE OF INVENTOR: <i>Assaf Frenkel</i> | SIGNATURE OF WITNESS:  |
| DATE: <u>24 Nov 2011</u> (day / month / year) | ADDRESS OF WITNESS: 52 Hagalil St., Ra'anana 43252 ISRAEL |

| | |
|---|---|
| FULL NAME OF INVENTOR: BARUCH, Uzi | FULL NAME OF WITNESS: <i>Moty Cory</i> |
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