

PATENT ASSIGNMENT

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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>Shmuel Ur Innovation Ltd</td> <td>04/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Shmuel Ur Innovation Ltd	04/06/2012
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Shmuel Ur Innovation Ltd	04/06/2012				
RECEIVING PARTY DATA					
Name:	Empire Technology Development LLC				
Street Address:	2711 Centerville Road, Suite 400				
City:	Wilmington				
State/Country:	DELAWARE				
Postal Code:	19808				
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>13701131</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13701131
Property Type	Number				
Application Number:	13701131				
CORRESPONDENCE DATA					
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ATTORNEY DOCKET NUMBER:	2221.737BS				
NAME OF SUBMITTER:	David S. Lee				
<p>Total Attachments: 4 source=2221-Assign_B#page1.tif source=2221-Assign_B#page2.tif source=2221-Assign_B#page3.tif source=2221-Assign_B#page4.tif</p>					

OP \$40.00 13701131

PATENT

ASSIGNMENT OF PATENT RIGHTS

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

Shmuel Ur Innovation Ltd, Shorashim, Gali, 20164 Israel ("Assignor"),

effective as of January 28th, 2012 hereby sells, assigns, transfers, and conveys unto Empire Technology Development LLC, a Delaware limited liability company, with an address at 2711 Centerville Road, Suite 400, Wilmington, DE 19808 ("Assignee"), all rights, title, and interests that exist today and may exist in the future in and to any and all of the following items (I) through (8) below:

1. the inventions disclosed in the solution report/invention disclosure titled A method for giving incentives to devices that use less resources and all inventions claimed and/or described in the Application (collectively, the "Invention");

2. the patent applications listed in the table below (the "Application");

Patent Application No.	Country	Filing Date	Title
PCT/US12/32694	PCT	4/9/12	SMART APPLIANCE REGISTRATION
13/701,131	US	11/30/12	SMART APPLIANCE REGISTRATION

3. all rights with respect to the Invention, including all United States patents or other governmental grants or issuances that may be granted with respect to the Invention or from any direct or indirect divisionals, continuations, continuations-in-part, or other patent applications claiming priority rights from the Application ("Potential Patents");

4. all reissues, reexaminations, extensions, or registrations of the Potential Patents;

5. all non-United States patents, patent applications, and counterparts relating to any or all of the Invention, the Application, and the Potential Patents, including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances ("Foreign Rights"), and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;

6. all rights to claim priority rights deriving from the Application;

7. all causes of action and remedies related to any or all of the Application, the Invention, the Potential Patents, and the Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation or violation of rights related to any of the foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and

8. any and all other rights and interests arising out of, in connection with, or in relation to the Application, the Invention, Potential Patents, and the Foreign Rights.

Assignor will not sign any document or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), or perfect or defend title to the Rights. Assignor requests the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or

other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

Assignor hereby authorizes and requests Assignee's authorized representative to insert on this Assignment the filing date and Patent Application Numbers in the table above when known.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives, and assigns and will be binding upon Assignor, their successors, legal representatives and assigns.

[Signature Page(s) to Follow]

ACCEPTANCE BY ASSIGNEE

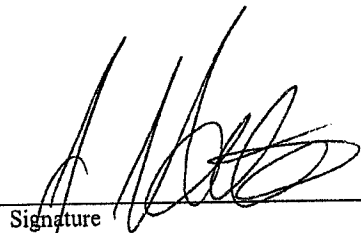
In connection with an assignment in any jurisdiction in which an acceptance by ASSIGNEE is required, I hereby accept this assignment on behalf of Empire Technology Development LLC. I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that (check all that apply):

I am an officer of the above-identified ASSIGNEE,

I have signed this document on behalf of ASSIGNEE with the full authority of its board of directors,

and that all the foregoing is true and correct.

Dated: 09 Apr 2012

By: 
Signature _____
Name: Jerome HEWLETT
Title: Authorized person