

04-27-2001

TRADEMARKS ONLY

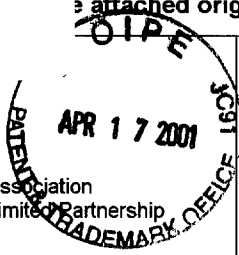


COMMISSIONER OF PATENTS AND TRADEMARKS

attached original document or copy thereof

101689595

HumanClick Ltd.



- Individual(s)
- General Partnership
- Corporation of: Israel
- Other: _____
- Association
- Limited Partnership

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

3. Nature of conveyance:
- Assignment
 - Merger
 - Other _____
 - Change of Name

Execution Date: 12 April 2001

2. Name and Address of receiving party(ies)
 Name: LivePerson, Inc.
 Address: 330 West 34th Street, 10th Floor
New York, New York 10001

- Individual(s) citizenship: _____
- Association: _____
- General Partnership: _____
- Limited Partnership: _____
- Corporation (State): Delaware

As the assignee is not domiciled in the United States, the assignee has designated a domestic representative

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

Other: _____

4. Application number(s) or registration number(s)

A. Trademark Application No(s).

B. Trademark Registration No(s).

Serial No. 76/045,380

Additional numbers attached? Yes No

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

BROWDY AND NEIMARK, P.L.L.C.
624 Ninth Street, N.W.
Suite 300
Washington, D.C. 20001-5303

6. Number of applications and registrations involved:

One (1)

7. PTO Form-2038 in the amount of \$40.00 is attached.

8. If insufficient fees are attached to accomplish the present order, please charge any necessary additional fees to Deposit Account 02-4035.

Do Not Use This Space

9. Statement and Signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Sheridan Neimark (Reg. No. 20,520)

Name of Person Signing

Signature

17 April 2001

Date

SN:rbc

Total number of pages including cover sheet [02]

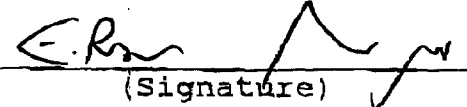
04/27/2001 AAHMLD1 0000053 76045380
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ASSIGNMENT

WHEREAS, HumanClick Ltd., an Israeli corporation located and doing business at P. O. Box 193, Moshav Bnei Zion, 60910 ISRAEL (hereinafter "ASSIGNOR"), has adopted and uses in its business the trademark HUMANCLICK for which it has filed an application for registration, Serial No. 76/045,380, filed 10 May 2000, in the United States Patent and Trademark Office; and

WHEREAS LivePerson, Inc, a Delaware corporation located and doing business at 330 West 34th Street, 10th Floor, New York, New York 10001 (hereinafter "ASSIGNEE"), is desirous of acquiring said trademark and its goodwill;

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby sell, assign, transfer, and set over unto the said Assignee the entire right, title, and interest unto said ASSIGNEE all rights, title and interest in and to said trademark and said application, together with the good will of the business symbolized by said trademark.

By: 
(Signature)
Ron Eitan
CEO

Date: 4-12-2001