

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Inovia Telecoms Ltd.		02/26/2003	CORPORATION: ISRAEL

RECEIVING PARTY DATA	
Name:	ECI Telecom Ltd.
Street Address:	30 Hasivim Street
City:	Petach-Tikva
State/Country:	ISRAEL
Postal Code:	49517
Entity Type:	CORPORATION: ISRAEL

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76288860	B-FOCUS

CORRESPONDENCE DATA	
Fax Number:	(202)737-3528
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2026285197
Email:	anawashiro@browdyneimark.com
Correspondent Name:	browdy and neimark PLLC
Address Line 1:	624 ninth street, NW
Address Line 4:	washington, DC, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER:	B-FOCUS=1
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DOMESTIC REPRESENTATIVE	
Name:	browdy and neimark PLLC
Address Line 1:	624 ninth street, NW
Address Line 4:	washington, DC, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER:	aoi nawashiro
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OP \$40.00 76288860

Total Attachments: 1  
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**WHEREAS**

We, **Inovia Telecoms Ltd.**, (an Israeli company) of 30 Hasivim Street, Petach-Tikva 49517, Israel are the owners of the mark **B-FOCUS** (hereinafter "said mark") and a U.S. ITU Trademark Application No. 76/288,860 (hereinafter: "the application"); and

**WHEREAS**

**ECI Telecom Ltd.**, (an Israel company) of 30 Hasivim Street, Petach-Tikva 49517, Israel wish to acquire from us said mark, the application, the business associated with said mark, and any goodwill associated with said mark;

**NOW**

**t h e r e f o r e**

and in consideration of US \$ 1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, we, the said **Inovia Telecoms Ltd.**, hereby irrevocably assign, transfer, convey and/or grant said mark, the application and any goodwill associated with said mark to the said **ECI Telecom Ltd.**

Signature of assignor **Inovia Telecoms Ltd.**



Name: PINNY CHAVIV  
Title: President and CEO  
Date: February 26, 2003  
Place: Petach-Tikva, Israel