

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ingeneo Technologies Ltd.		12/18/2006	CORPORATION: ISRAEL
RECEIVING PARTY DATA			
Name:	SAP AG		
Street Address:	Dietmar-Hopp-Allee 16		
City:	Walldorf		
State/Country:	GERMANY		
Postal Code:	69190		
Entity Type:	JOINT STOCK COMPANY: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2846357	INGENEO	
CORRESPONDENCE DATA			
Fax Number:	(215)965-1210		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	215-965-1348		
Email:	lgenovese@akingump.com		
Correspondent Name:	Laura A. Genovese		
Address Line 1:	2005 Market Street, Suite 2200		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	682180.5003		
DOMESTIC REPRESENTATIVE			
Name:	Laura A. Genovese		
Address Line 1:	2005 Market Street, Suite 2200		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		

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TRADEMARK
REEL: 003666 FRAME: 0989

NAME OF SUBMITTER:	Laura A. Genovese
Signature:	/Laura A. Genovese/
Date:	11/26/2007
Total Attachments: 5 source=IngeneoAssignment#page1.tif source=IngeneoAssignment#page2.tif source=IngeneoAssignment#page3.tif source=IngeneoAssignment#page4.tif source=IngeneoAssignment#page5.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Ingeneo Technologies Ltd., an Israeli corporation with a place of business located at 3 Aba Even St. Hertzlia, Israel ("Assignor"), is the owner of all right, title and interest in and to the trademarks set forth on Schedule A attached hereto, and all corresponding trademark applications and registrations thereof and common law rights thereto (hereinafter the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks;

WHEREAS, SAP AG, a German corporation with a place of business located at Dietmar-Hopp-Allee 16 69190 Walldorf, Federal Republic of Germany ("Assignee") is desirous of acquiring said rights in and to the Trademarks, together with the goodwill of the business connected with and symbolized by the Trademarks;

WHEREAS, Assignor covenants and agrees that it has not executed, and will not execute, any agreement in conflict herewith; and

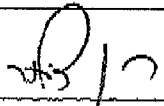
WHEREAS, Assignor further covenants and agrees that it will sign all lawful papers, make all rightful oaths, and generally do everything possible to aid said Assignee, its successors, legal representatives and assigns, as reasonably necessary to complete the transfer of said Trademarks to the Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business connected with and symbolized by the Trademarks, and all rights for recovery, damages and profits for past infringements, if any.

[Signature Page Follows]

Ingeneo
Technologies Ltd

ASSIGNOR: _____

Signature: 

Typed

Name:

Title:

Address: 3 Aba Ave, HerzliaDate: 18/12/2006

On December 18, 2006, before me, Aviva Baumel personally appeared Dan Trachbar, personally known to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she/ executed the same in his/her/ authorized capacity, and that by his/her/ signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal


AVIVA BAUMEL
ADVOCATE

SCHEDULE A

MPI-36141v1

The United States of America



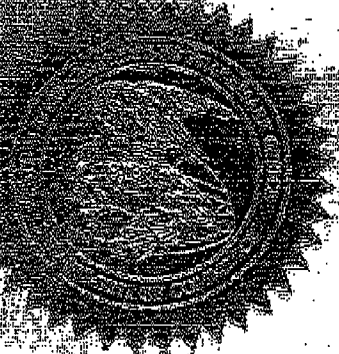
CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named Applicant.

The registration of the Mark shown in this Certificate was made by the United States Patent and Trademark Office after examination and determination to be in compliance with the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to the Mark under the Trademark Act of 1946, as Amended.

The Mark and pertinent data from the application are hereby certified.

To avoid CANCELLATION of the registration, the owner of the registration must submit a declaration of continued use or excusable non-use between the fifth and sixth years after the registration date. (See next page for more information.) Assuming such a declaration is properly filed, the registration will remain in force for ten (10) years, unless terminated by an order of the Commissioner or a federal court. (See next page for information on maintenance requirements for successive ten-year periods.)



Jon W. I. Dudas

Acting Director of the United States Patent and Trademark Office

TRADEMARK

REEL: 003666 FRAME: 0994

Int. Cl. 9

Prior U.S. Cls: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 2,846,357

Registered May 25, 2004

TRADEMARK
PRINCIPAL REGISTER

INGENED

INGENED TECHNOLOGIES LTD. (ISRAEL COR-
PORATION)
8 MASKIT STREET
HERZELIYA, ISRAEL 46733FOR: COMPUTER SOFTWARE FOR USE BY
CUSTOMERS OF CALL CENTERS AND WEB
SITES TO OFFER RECORDING OF COM-
PUTER SOFTWARE FOR USE TO AUTOMATI-
CALLY PROVIDE INFORMATION SERVICES OF
INTEREST TO THE CALL CENTER, AND TO PRO-VIRAL CALL CENTER SPECIFIC
MARKING CLASS 9, 16, 35, 38,
41

FIRST USE 7-3-2001; IN COMMERCE

SN 75-068,295, FILED 6-13-2004

ANNE MADDEN, EXAMINING ATTORNEY

TRADEMARK