

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
CVIDYA 2010 LTD		10/28/2010	CORPORATION: ISRAEL
RECEIVING PARTY DATA			
Name:	Crowdspot Inc.		
Street Address:	1073 Princeton Kingston Road		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08540		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2975323	BILLGUARD	
CORRESPONDENCE DATA			
Fax Number:	(646)878-0801		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	646-878-0820		
Email:	trademarks@pczlaw.com		
Correspondent Name:	Todd Braverman, Esq.		
Address Line 1:	1500 Broadway, 12th Floor		
Address Line 2:	Pearl Cohen Zedek Latzer LLP		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	981191-13-04 - CROWDSPOT		
NAME OF SUBMITTER:	Todd Braverman		
Signature:	/tjbraverman/		
Date:	11/01/2010		

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Total Attachments: 3

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EXHIBIT A

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT is entered into as of the ____ day of October, 2010 by and between by and between cVidya 2010 Ltd, an Israel corporation, located at 3 Sapir St., Ampa Bldg., POB 12003, Herzliya 46733, Israel ("Assignor") and CrowdSpot Inc., a Delaware corporation, located at 1073 Princeton Kingston Rd., Princeton, NJ 08540 ("Assignee"). Assignee and Assignor may be individually referred to herein as "Party" or collectively as "Parties."

WHEREAS, Assignor, formerly known as ECTel Ltd., an Israel corporation, located at 3 Sapir St., Ampa Bldg., POB 12003, Herzliya 46733, Israel, pursuant to a filing of a Certificate of Name Change of a Company in the State of Israel, effective May 5, 2010, is the owner of the trademark registrations listed on the attached Schedule A (the "Trademarks");

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Trademarks and any applications or registrations therefor, together with the goodwill associate therewith; and

WHEREAS, Assignor and Assignee are parties to a Trademark Purchase And Assignment Agreement transferring all right, title and interest in the Trademarks to Assignee.

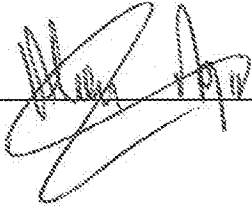
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and convey unto Assignee all right, title and interest in and to the Trademarks, and any applications or registrations therefor, together with the goodwill associated therewith; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Trademarks, along with the right to recover damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Trademarks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor; provided, however, that Assignor shall not be required to incur any expenses in connection herewith.

IN WITNESS WHEREOF, the undersigned has duly executed this Trademark Assignment Agreement for and on behalf of Assignor as of the day and year first above written.


CVIDYA 2010 Ltd
(Assignor)

By: _____



CROWDSPOT INC.
(Assignee)

By: _____



Name: Yaron Samid
Title: CEO

SCHEDULE A
TRADEMARKS

No.	Country	Reg. Number	Word Mark
1.	United States	2975323	BILLGUARD
2.	Israel	164612	BILLGUARD