

**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
Boston Communications Group, Inc.		10/28/2008	CORPORATION: MASSACHUSETTS

**RECEIVING PARTY DATA**

Name:	Puresight Technologies, Ltd. Inc.
Street Address:	15 Air Yeda Street
City:	Kfar Saba
State/Country:	ISRAEL
Postal Code:	44201
Entity Type:	CORPORATION: ISRAEL

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2682169	PURESIGHT

**CORRESPONDENCE DATA**

Fax Number: (800)432-5298  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 401-276-6405  
 Email: swiggins@eapdlaw.com  
 Correspondent Name: John E. Ottaviani  
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 Address Line 4: New York, NEW YORK 10150

ATTORNEY DOCKET NUMBER:	21268/0018
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**DOMESTIC REPRESENTATIVE**

Name: John E. Ottaviani

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Address Line 1: P.O. Box 130  
Address Line 2: F.D.R. Station  
Address Line 4: New York, NEW YORK 10150

NAME OF SUBMITTER:	John E. Ottaviani
Signature:	/jeo/
Date:	10/31/2008
Total Attachments: 1 source=PureSight Technologies-Assignment#page1.tif	

ASSIGNMENT

WHEREAS, Boston Communications Group, Inc., a Massachusetts corporation with an address at 100 Crosby Drive, Bedford, Massachusetts ("Assignor"), is the owner of U.S. Trademark Registration No. 2,682,169 for the Mark "PURESIGHT"; and

WHEREAS, Puresight Technologies, Ltd. Inc., a Israel corporation with an address at 15 Atir Yeda Street, Kfar Saba, Israel, 44201 ("Assignee"), desires to acquire all rights Assignor has or may have in such trademark and trademark registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee all of his right, title and interest in and to said trademark and trademark registration, together with the goodwill of the business symbolized by the trademark and the listed registration; the trademark and registration to be held by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and assigns as fully and entirely as it would have been held and enjoyed by Assignor had such assignment not been made.

Assignor further agrees to do all things as Assignee may reasonably request (at Assignee's expense) to effectuate such sale, assignment and transfer in respect to such trademark.

IN WITNESS WHEREOF, Assignor, expressly intending to be legally bound hereby, has caused this assignment to be executed by its duly authorized officer as of the 20<sup>th</sup> day of October, 2008.

By: Boston Communications Group, Inc



Name: Timothy Bass

Title: Assistant Secretary