

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
UNIPIER MOBILE LTD		07/13/2009	CORPORATION: ISRAEL
RECEIVING PARTY DATA			
Name:	FLASH NETWORKS LTD		
Street Address:	7 Sapir St.		
City:	Herzliya		
State/Country:	ISRAEL		
Postal Code:	46852		
Entity Type:	CORPORATION: ISRAEL		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3606716	DESIGN&GO	
Registration Number:	3606715	DREAM. LAUNCH. DELIVER.	
CORRESPONDENCE DATA			
Fax Number:	(972)375-5386		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	972-3-7553866		
Email:	amit@patentim.com		
Correspondent Name:	APPELFELD ZER FISHER		
Address Line 1:	2 Ben Gurion St., B.S.R Tower 1		
Address Line 4:	Ramat Gan, ISRAEL 52573		
ATTORNEY DOCKET NUMBER:	6159		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

OP \$65.00 3606716

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Amit Zuckerstein

Signature:

/az/

Date:

08/09/2009

Total Attachments: 4

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Worldwide Rights

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned inventor has sold and assigned, and by these presents hereby confirms having sold and assigns, unto:

Company Name : Flash Networks Ltd.
(Incorporatin No. 512223975)
Address : 7 Sapir street, Herzliya, 46852,
Israel

(hereinafter ASSIGNEE) all right; title and interest for all other countries of the world, in and to their inventions relating to:

- 1) "Method of connecting network URL addresses trough cellular network" as set forth in U.S. Patent No. 6,842,612 issued January 11, 2005, current owner UNIPIER MOBILE LTD.;
- 2) "Method Of Navigating Through Content Of Cellular Network And Advertising Platform" as set forth in U.S. Patent Application No. 11/550,511 filed October 18, 2006, current owner UNIPIER MOBILE LTD.;
- 3) "System and Method for Integrating Information Services Through Cellular Network" as set forth in U.S. Patent Application No. 11/086,631 filed March 22, 2005, current owner UNIPIER MOBILE LTD.;
- 4) "System And Method for Identifying Content Service Within Content Server" as set forth in U.S. Patent Application No. 10/799,863 filed March 12, 2004, current owner UNIPIER MOBILE LTD.;
- 5) "Integrated Data-Model And Flow Based Policy System" as set forth in U.S. Patent Application No. 11/858,177 filed September 20, 2007, current owner UNIPIER MOBILE LTD.;
- 6) "Hierarchical Representation of Contextual Information" as set forth in U.S. Patent Application No. 11/858,195 filed September 20, 2007, current owner UNIPIER MOBILE LTD.;
- 7) "Representing User Interactions as a Synchronous Action In A Business Process Flow" as set forth in U.S. Patent Application No. 11/858,184 filed September 20, 2007, current owner UNIPIER MOBILE LTD.;

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- 8) Registered Trademark No. 3,606,716 For "DESIGN&GO", current owner UNIPIER MOBILE LTD.;
- 9) Registered Trademark No. 3,606,715 For "DREAM. LAUNCH. DELIVER.", current owner UNIPIER MOBILE LTD.;

in and to said Trademarks including the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered; all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damaged, and payments for past or future Infringements and misappropriations of the Marks; all rights to sue for past, present and future infringements or misappropriations of the Marks.

in and to said Patents and Patent Applications including any and all divisions or continuations thereof and in and to any and all Letters Patents, which may issue on any such applications or for said inventions, including any and all reissues or extensions thereof, and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said inventions in any country or countries, together with the right to file such applications and the right to claim for the same the priority rights derived from said applications under the Patent Laws, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said inventions in any country or countries, and all extensions, renewals and reissues thereof, to be held and enjoyed by said ASSIGNEE, its successors, legal representatives and assigns to the full end of the term or terms for which any and all such Letters patent may be granted as fully and entirely as such would have been held and enjoyed by the undersigned had this Assignment not been made.

AND THE UNDERSIGNED HEREBY authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.


AND THE UNDERSIGNED HEREBY covenants and agrees that it has full right to convey the entire interests herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith.

AND THE UNDERSIGNED HEREBY further covenants and agrees that it will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts it knows respecting said inventions, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful

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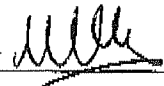
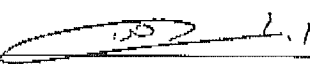
oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said inventions in all countries.

Please send all correspondence to APPELFELD ZER FISHER, from B.S.R Tower 1, 2 Ben Gurion Road, Ramat Gan 52573, Israel, and direct all telephone calls to Mr. Yoram ZER at +972-3-7553866.

ASSIGNOR 1:	UNIPIER MOBILE LTD.
CITIZENSHIP/COUNTRY OF INCORPORATION :	Israel
RESIDENCE :	5 Hamelacha Street, New Industrial Zone, Netanya, 36880, Israel
POST OFFICE ADDRESS :	P.O.Box 8617, New Industrial Zone, Netanya, 36880, Israel
ASSIGNOR'S SIGNATURE and Company Stamp :	 Unipier Mobile Ltd
DATE :	13/7/09
By (Name of Signatory):	Liam Galin
Capacity:	President & CEO

Note: If signed abroad, prima facie evidence of execution may optionally be obtained by execution of this document before a U.S. Consul or before a local officer authorized to administer oaths whose authority is proved by a certificate from a U.S. Consul. If signed domestically, do so before a Notary Public. Otherwise the execution by the inventors should be witnessed by at least two witnesses who sign here:

WITNESSES:

Signature:  Date: 13/7/09
 Name: _____
 Signature :  Date: 13/7/09
 Name: _____

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Consent of Assignment

Flash Networks Ltd. Hereby acknowledges that the assignment of all the above listed Patents, Patent Applications, Trademarks and Trademarks Applications to the company is done with its consent.

ASSIGNEE'S SIGNATURE and Company Stamp:	FLASH NETWORKS LTD. <i>[Signature]</i>
DATE :	13/7/09
By (Name of Signatory):	ALBERTO SESSO
Capacity:	CFO

Flash Networks LTD
[Signature]
13.7.09
Lilach Nir-Cametti
Controller