

**Interim Designation of Agent to Receive Notification
of Claimed Infringement**

Full Legal Name of Service Provider: Perion Network Ltd.

Alternative Name(s) of Service Provider (including all names under which the service provider is doing business): ~~Smilebox, Inc.; Incredimail, Inc.~~; www.incredialbum.com
www.magentic.com; www.incredimail.com; www.allmypics.com; www.incredibar.com;
www.smilebox.com; www.fixie.com; www.photojoy.com; www.hiyo.com; www.zoomly.com

Address of Service Provider: 4 Hanachoshet Street, Tel Aviv, Israel

**Name of Agent Designated to Receive
Notification of Claimed Infringement:** Limor Gershoni Levy, General Counsel

Full Address of Designated Agent to which Notification Should be Sent (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):
4 Hanachoshet Street, Tel Aviv, Israel

Telephone Number of Designated Agent: INT+972-3-769-6101

Facsimile Number of Designated Agent: INT+972-3-644-5502

Email Address of Designated Agent: legal@perion.com

Name of the Designating Service Provider:

Date: Feb. 14, 2012

Name and Title: Limor Gershoni Levy, VP & General Counsel

Note: This Interim Designation Must be Accompanied by a Filing Fee* \$165.00
Made Payable to the Register of Copyrights.
***Note: Current and adjusted fees are available on the Copyright website at**
www.copyright.gov/docs/fees.html

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Washington, DC 20024



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