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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Rahav Yairi	08/16/2009
Itzhak Pomerantz	08/16/2009
Itai Dror	08/13/2009
Ori Stern	08/16/2009

RECEIVING PARTY DATA

Name:	SanDisk IL Ltd.
Street Address:	7 Atir Yeda Street
City:	Kfar Saba 44425
State/Country:	ISRAEL

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12542254

CORRESPONDENCE DATA

Fax Number: (312)321-4299

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Email: daugustine@usebrinks.com
Correspondent Name: Brinks Hofer Gilson & Lione

Address Line 1: PO 10395

Address Line 4: Chicago, ILLINOIS 60610

ATTORNEY DOCKET NUMBER:	10519/1124
NAME OF SUBMITTER:	Joseph F. Hetz

Total Attachments: 4

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PATENT REEL: 023106 FRAME: 0737

ASSIGNMENT

WHEREAS, Rahav Yairi, Itzhak Pomerantz, Itai Dror, and Ori Stern, hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "METHOD AND MEMORY DEVICE FOR GENERATING A TIME ESTIMATE", executed by Assignors on the same date as, or on a date prior to, this Assignment;

WHEREAS, SanDisk IL Ltd., an Israeli corporation, having a place of business at 7 Atir Yeda Street, Kfar Saba 44425, Israel, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention, as set forth below;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; together with the right to recover all damages, including, but not limited to, a reasonable royalty, by reason of past, present, or future infringement or any other violation of patent or patent application rights; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents.

The Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the

PATENT REEL: 023106 FRAME: 0738 Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignors have executed this agreement.

DATED:	16 Avg. 2009	
		Rahav Yairi
DATED:	16 Aug. 2009	the state of the s
	∀	Itzhak Pomerantz
DATED:		Itai Dror
	1.	
DATED:	16 Aug. 2009	Ori Stern

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PATENT REEL: 023106 FRAME: 0740 Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

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DATED:		Rahav Yairi
DATED:		Itzhak Pomerantz
DATED:	August 13, 2009	Itai Dror
DATED:		Ori Stern