

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>IDAN ALROD</td> <td>03/02/2011</td> </tr> <tr> <td>ERAN SHARON</td> <td>03/02/2011</td> </tr> </tbody> </table>		Name	Execution Date	IDAN ALROD	03/02/2011	ERAN SHARON	03/02/2011				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>SANDISK IL LTD.</td> </tr> <tr> <td>Street Address:</td> <td>7 ATIR YEDA STREET</td> </tr> <tr> <td>City:</td> <td>KFAR SABA</td> </tr> <tr> <td>State/Country:</td> <td>ISRAEL</td> </tr> <tr> <td>Postal Code:</td> <td>44425</td> </tr> </table>		Name:	SANDISK IL LTD.	Street Address:	7 ATIR YEDA STREET	City:	KFAR SABA	State/Country:	ISRAEL	Postal Code:	44425
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PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13390855</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13390855						
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CORRESPONDENCE DATA											
<p>Fax Number: (512)327-5575          Phone: 512-327-5515          Email: snobert@tligiplaw.com  <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>          Correspondent Name: TOLER LAW GROUP          Address Line 1: 8500 BLUFFSTONE COVE, SUITE A201          Address Line 4: AUSTIN, TEXAS 78759</p>											
ATTORNEY DOCKET NUMBER:	MSA-1363-US										
NAME OF SUBMITTER:	Suzanne Nobert										
Total Attachments: 2 source=MSA-1363_Executed_Assignment#page1.tif source=MSA-1363_Executed_Assignment#page2.tif											

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### ASSIGNMENT

WHEREAS, **Idan ALROD** and **Eran SHARON**, hereinafter called the "Assignors", have made the invention described in the PCT application entitled **METHOD OF DATA STORAGE IN NON-VOLATILE MEMORY**. The Assignors hereby authorize and request Toler Law Group, Intellectual Properties, 8500 Bluffstone Cove, Suite A201, Austin, Texas 78759 to insert here in parentheses (Application No. PCT/IB2011/000435 filed March 2, 2011) the application number and filing date of the PCT application when known.


WHEREAS, **SanDisk IL Ltd.**, an Israeli corporation having a place of business at **7 Atir Yeda St., Kfar Saba 44425 Israel**, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the PCT 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 PCT 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, reissues, 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 PCT 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 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.

IN TESTIMONY WHEREOF, the Assignors have executed this agreement.

2/3/2011

  
Idan ALROD

2/3/11

  
Erna SHARON