

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Anobit Technologies Limited		06/01/2012	CORPORATION: ISRAEL

**RECEIVING PARTY DATA**

<b>Name:</b>	Apple Inc.
<b>Street Address:</b>	1 Infinite Loop
<b>City:</b>	Cupertino
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95014
<b>Entity Type:</b>	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	3929428	MSP
Registration Number:	3929429	MSP POWERED
Registration Number:	3901486	ANOBIT
Registration Number:	3915078	ADD ANOTHER BIT
Registration Number:	3921031	GENESIS
Serial Number:	85410411	MAKING FLASH BETTER

**CORRESPONDENCE DATA**

Fax Number:  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Email: lwidup@apple.com  
 Correspondent Name: Lisa G. Widup  
 Address Line 1: Apple Inc.  
 Address Line 2: 1 Infinite Loop  
 Address Line 4: Cupertino, CALIFORNIA 95014

CH \$165.00 3929428

NAME OF SUBMITTER:	Lisa G. Widup
Signature:	/Lisa G. Widup/
Date:	06/26/2012
Total Attachments: 2 source=Anobit assignment#page1.tif source=Anobit assignment#page2.tif	

EXHIBIT B  
ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS Anobit Technologies Ltd., a company duly incorporated under the law of the State of Israel under Company Number 51-384451-4, with its registered office at 8 Hasadnaot St., Herzliya Israel, ("ASSIGNOR") has adopted, used and is using the trademarks listed below:

Trademark	US Serial No.	US Registration No.
MSP	77/798,296	3,929,428
MSP POWERED	77/798,310	3,929,429
ANOBIT	77/798,322	3,901,486
ADD ANOTHER BIT	77/872,871	3,915,078
GENESIS	77/931,099	3,921,031
MAKING FLASH BETTER	85/410,411	


(hereinafter the "Trademarks"), and

WHEREAS Apple Inc., a California corporation having its principal place of business at 1 Infinite Loop, Cupertino CA 95014 ("ASSIGNEE"), wishes to acquire the entire right, title and interest in and to the Trademarks, any registrations and applications for registration thereof, and the goodwill of the business symbolized thereby.

NOW THEREFORE for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby transfer, convey, and assign unto ASSIGNEE all right, title, and interest in and to the Trademarks throughout the world, together with the goodwill of the business symbolized by the Trademarks, all registrations and applications for registration therefor, including without limited those identified below, and also all past, present, and future claims for infringement of the Trademarks, whether known or unknown, now existing or hereafter arising.

This Assignment of Trademark Rights is being entered into in connection with that certain Intellectual Property Purchase Agreement between Assignor and Assignee. If there is any inconsistency between this Assignment of Trademark Rights and such Intellectual Property Purchase Agreement, the Intellectual Property Purchase Agreement shall prevail.

ASSIGNOR  
Anobit Technologies Ltd.

By:  .....

Name: Elizabeth S. Rafael

Its: Director

Date: 1 June 2012