

Mayer Brown LLP
1999 K Street, N.W.
Washington, D.C. 20006-1101

Main Tel +1 202 263 3000
Main Fax +1 202 263 3300
www.mayerbrown.com

May 17, 2018

VIA FEDEX AND EMAIL (hmewes@apple.com)

Heather Mewes
Principal Counsel, IP Transactions
IP & Licensing Group
Apple, Inc.
1 Infinite Loop, MS 169-3IPL
Cupertino, CA 95014

Jamie B. Beaber
Direct Tel +1 202 263 3153
Direct Fax +1 202 263 5209
jbeaber@mayerbrown.com

Re: Maxell's Smartphone and Streaming Device Related Patents

Dear Ms. Mewes,

I represent Maxell, Ltd. ("Maxell"), formerly known as Hitachi Maxell, Ltd., with respect to certain patent licensing and litigation matters. As you are aware from prior correspondence and negotiations, Maxell maintains and develops intellectual property assets related to smartphones, tablets, and video streaming devices. As a result, Maxell owns a large portfolio of patents related to such technologies, and our analysis of Apple's line of iPhones, iPod Touches, iPads, Apple TVs, HomePods, computers, services, and related software and hardware demonstrates that Apple makes, uses, sells, offers to sell, or imports products that we believe infringe or may infringe certain of Maxell's patents. As such, Apple would benefit from a license to Maxell's portfolio. Maxell would welcome the opportunity to re-open negotiations with Apple and enter into constructive discussions to determine whether the parties can agree to a mutually acceptable patent license agreement.

While Maxell continues to review its patent portfolio, we specifically call your attention to the following U.S. patents:

No.	U.S. Pat. No.	Claims	Accused Product(s)	No.	U.S. Pat. No.	Claims	Accused Product(s)
1	5,396,443	1-5, 7-8, 11, 12, 14-16, 22-24	iPhone, iPad, iPod Touch	41	7,509,139	1, 7-14	iPhone, iPad
2	6,243,340	1	iPhone, iPad, iPod Touch	42	7,515,810	1, 2, 6	Apple TV, iTunes, iPhone, iPad, iPod Touch

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No.	U.S. Pat. No.	Claims	Accused Product(s)	No.	U.S. Pat. No.	Claims	Accused Product(s)
3	6,329,794	1-3, 5-14	iPhone, iPad, iPod Touch	43	7,551,209	1-6	iPhone, iPad
4	6,347,068	1-2	iPhone, iPad, iPod Touch	44	7,613,383	1-4	Mac computer, iPhone, iPad, iTunes, iPod Touch
5	6,408,193	1-7	iPhone, iPad	45	7,626,498	1-22	Apple Watch
6	6,424,795	1-7	iPhone, iPad, iPod Touch	46	7,671,901	1-2	iPhone, iPad, Apple TV, iPod Touch
7	6,430,498	1-13	iPhone, iPad	47	7,689,201	1-4, 7	iPhone, iPad
8	6,580,999	1-6	iPhone, iPad	48	7,995,897	1-12	iPhone, iPad, Apple TV, iPod Touch
9	6,612,488	1-4	iPhone, iPad, Apple Pay	49	8,037,161	1, 3, 6	iPhone, iPad, iPod Touch, HomePod
10	6,748,317	1-3, 6-8, 10-11, 15-17	iPhone, iPad	50	8,059,177	1-2	iPhone, iPad, iPod Touch
11	6,754,440	1-8	iPhone, iPad, iPod Touch	51	8,098,695	1, 4	iPhone, iPad, iPod Touch
12	6,765,616	13-15, 18	iPhone, iPad, iPod Touch	52	8,130,284	1-8	iPhone, iPad
13	6,816,444	4, 10	iPhone, iPad, iPod Touch, iTunes, Mac computer	53	8,170,394	1-5, 7-8	iPhone, iPad, Apple TV, Mac computer, iPod Touch
14	6,816,491	1-2, 7-9	iPhone, iPad, iPod Touch	54	8,214,459	1-2	iPhone, iPad, Apple TV, Mac computer, iPod Touch

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No.	U.S. Pat. No.	Claims	Accused Product(s)	No.	U.S. Pat. No.	Claims	Accused Product(s)
15	6,856,760	1, 3-4, 6-7, 9-10, 12-13, 15	iPhone, iPad, iPod Touch	55	8,311,389	3-4, 7-8	Apple TV, iTunes
16	6,898,078	1-11	Mac computer	56	8,339,493	5,6	iPhone, iPad, iPod Touch
17	6,913,194	1-4	iPhone, iPad, Apple Pay	57	8,417,088	1-4	iPhone, iPad, Mac computer, iPod Touch
18	6,917,823	1-7	iPhone, iPad	58	8,504,544	1-2	iTunes, App Store, iPhoto, iCloud, iPod Touch, Apple cloud services
19	6,928,292	1-2	iPhone, iPad	59	8,549,109	1-5	iPhone, iPad, Apple TV, Mac computer, iPod Touch
20	6,928,306	2, 5-6, 13-15	iPhone, iPad	60	8,644,684	1-2	iPhone, iPad, Apple TV, iTunes
21	6,940,494	1-11	iPhone, iPad, iPod Touch	61	8,654,093	1-7	iPhone, iPad
22	6,954,583	1, 3	Apple TV, iTunes	62	8,736,729	1,2	iPhone, iPad, iPod Touch
23	6,973,334	1,3-4, 6	iPhone, iPad	63	8,892,688	1-8	iPhone, iPad, Apple TV, Mac computer, iPod Touch
24	6,983,140	1-5	iPhone, iPad	64	8,982,086	1-4	iPhone, iPad

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No.	U.S. Pat. No.	Claims	Accused Product(s)	No.	U.S. Pat. No.	Claims	Accused Product(s)
25	7,068,503	1-29	Mac computer, iPhone, iPad, iPod Touch	65	9,083,942	1-2, 4-5, 7-8, 10-11, 13-14, 16-17, 19-20, 22-23	Apple TV, iTunes
26	7,104,444	1, 3	iPhone, iPad, Apple Pay	66	9,100,604	1-5	iPhone, iPad, iPod Touch
27	7,113,909	1, 2, 6-7, 12-13	iPhone, iPad, HomePod, iPod Touch	67	9,124,758	1-4, 6-17	iPhone, iPad, iPod Touch
28	7,116,438	1-3	iPhone, iPad	68	9,197,917	1-48	iPhone, iPad, Apple TV, Mac computer, iPod Touch
29	7,190,833	1-20	iPhone, iPad, iPod Touch,	69	9,313,295	1-18	iPhone, iPad, Apple TV, iTunes, iPod Touch
30	7,199,821	7	iPhone, iPad, iPod Touch,	70	9,384,783	1, 2	Mac computer, iPhone, iPad, iTunes, iPod Touch, Apple TV, iTunes
31	7,196,986	1	iPhone, iPad, iPod Touch, iTunes, Mac computer	71	9,418,704	1-10	iTunes, App Store, iPhoto, Apple cloud services
32	7,203,517	1-5, 9-10	iPhone, iPad	72	9,420,212	1-6	iPhone, iPad
33	7,245,293	1-3	iPhone, iPad, iPod Touch	73	9,432,618	1-8	iPhone, iPad, iPod Touch

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No.	U.S. Pat. No.	Claims	Accused Product(s)	No.	U.S. Pat. No.	Claims	Accused Product(s)
34	7,248,743	1, 7	iPhone, iPad, iPod Touch	74	9,451,229	1-12	iPhone, iPad, iPod Touch
35	7,295,767	1-18	Mac computer, iPhone, iPad, Apple TV, iPhoto, iPod Touch	75	9,489,985	1-12	iPhone, iPad, Apple TV, Mac computer
36	7,312,791	1-7	iPhone, iPad, iPod Touch	76	9,544,517	1-11	iPhone, iPad, iPod Touch
37	7,324,487	1-5	iPhone, iPad, iPod Touch	77	9,661,101	1-12	iPhone, iPad, Apple TV, Mac computer, iTunes, iPod Touch
38	7,403,226	1-2, 7	iPhone, iPad, iPod Touch	78	9,743,129	1-8	iPhone, iPad, Apple TV, Mac computer, iPod Touch
39	7,447,241	1, 3-4, 5	iPhone, iPad, iPod Touch	79	9,773,522	13-14, 16-17, 19-20, 22-23	Apple TV, iTunes
40	7,457,529	1-41	iPhone, iPad, iPod Touch	80	9,818,449	1-16	Mac computer, iPhone, iPad, iTunes, iPod Touch, Apple TV, iTunes

These patents are directed to technologies, including imaging/camera components, image processor, proximity sensors, touch screen, power management, video streaming/rental, secure credit card transactions, and cloud computing functionalities incorporated in Apple's iPhones, iPads, Apple Mac computers (and similar computers), Apple TVs, Apple services (including music, picture, cloud, and payment services), and related hardware and software sold in the

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United States. Copies of each of these patents may be found by visiting the United States Patent and Trademark office website, www.uspto.gov.

We encourage you to examine (or re-examine) these patents to determine whether a non-exclusive license is needed under each of the patents identified. In particular, at least the identified claims in the above chart are believed to be practiced by the identified Apple products. Further, many of these patents currently are the subject of pending litigation, including in *Maxell, Ltd. v. Huawei Devices USA, Inc., et al.*, C.A. Nos. 5:16-CV-00178-RWS (E.D. Tex.) and 5:18-CV-00033-RWS (E.D. Tex.); *Maxell, Ltd. v. ZTE Corp., et al.*, C.A. Nos. 5:16-CV-00179-RWS (E.D. Tex.) and 5:18-CV-00034 (E.D. Tex.); *Maxell, Ltd. v. Fandango Media, LLC*, C.A. No. 2:17-CV-07534-AG-SS, (C.D. Cal.); *Maxell, Ltd. v. ASUSTeK Computer, Inc.*, C.A. No. 3:18-CV-01788 (N.D. Cal.); *Maxell, Ltd. v. Blu Products, Inc.*, C.A. No. 1:18-CV-21231 (S.D. Fla.); *Maxell, Ltd. v. Blackberry Corp., et al.*, C.A. No. 1:17-CV-01446 (D. Del.); *Maxell, Ltd. v. Olympus Corp., et al.*, C.A. No. 1:18-CV-00310-JFB-SRF (D.Del.). Because Apple's infringing products operate in substantially the same manner as the products accused of infringement in these case, additional detail regarding Apple's infringing activities can be gained from reviewing the complaints and allegations in these matters.

Maxell is focused on addressing these issues without the need for costly and protracted litigation, and it would welcome the opportunity to reopen constructive discussions with Apple to determine whether a mutually acceptable patent license agreement can be reached. Maxell is prepared to commence discussions with you or your representative at your earliest convenience, at which time Maxell can set forth its basic licensing structure for your consideration. I will be handling this discussion on behalf of Maxell and can be reached by email at jbeaber@mayerbrown.com. I look forward to your reply and the opportunity to discuss these matters with you or your representative.

Sincerely,



Jamie B. Beaber