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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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101243794

To the Honorable Commissioner of Patents

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Retsu Ikeda

2. Name and address of receiving party(ies):

Name: Landor Associates

Internal Address:

Additional names(s) of conveying party(ies)

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other

Street Address: Klamath House, 1001 Front Street

City: San Francisco State: CA ZIP: 94111

Execution Date: 11/16/99

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration numbers(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

(29/111,246)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: William P. O'Meara, Esq.

Internal Address:

KLAAS, LAW, O'MEARA & MALKIN, P.C.

Street Address: 1999 Broadway, Suite 2225

City: Denver State: CO ZIP: 80202

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41): \$ 40.00

☒ Enclosed - Any excess or insufficiency should be credited or debited to deposit account☐ Authorized to be charged to deposit account

8. Deposit account number:

11-1150

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

William P. O'Meara, Reg. No. 29,962

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document:

3

PATENT

REEL: 010480 FRAME: 0911

ASSIGNMENT TO LANDOR ASSOCIATES FROM RETSU IKEDA

Retsu Ikeda of 1321 Taylor Street, San Francisco, California 94108, has agreed and hereby agrees to assign to Landor Associates, a _____ corporation having its principal place of business at Klamath House, 1001 Front Street, San Francisco, California 94111, in furtherance of his obligations to Landor Associates and other good and valuable consideration the receipt of which is hereby acknowledged, does hereby sell, assign and transfer to Landor Associates, its successors and assigns, his entire rights, title and interest, including the right of priority, in, to and under an application for Letters Patent of the United States entitled:

BEVERAGE CAN

Inventors: Lee Buxton, Patrick B. Edson, Patricia O. Shibata, Frank L. Shriver, Joseph R. Haake, Jeff T. Carino, Retsu Ikeda, John Kill, and Matthew J. Youngblood

Filing Date: **September 23, 1999**; Serial No. **29/111,246**; and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part (CIP's), divisionals, renewals of and substitutes for said application for Letters Patent, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefor; and any reissue, or reexaminations, or extensions of said Letters Patents.

Retsu Ikeda additionally authorizes Landor Associates, its successors, assigns, nominees or legal representatives to file applications in the name of the named inventors for Letters Patent in any country, to be held and enjoyed by Landor Associates, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by Landor Associates had this assignment, sale and transfer not been made;

AND Retsu Ikeda hereby covenants and agrees that Retsu Ikeda will, each time a request is made, and without undue delay, execute and delivery all such papers as may be necessary or desirable to perfect the title to said invention(s) or improvement(s), said application and said Letters Patent to Landor Associates, its successors, assigns, nominees or legal representatives, and Retsu Ikeda agrees to communicate to Landor Associates, or to its nominees, all know facts respecting said invention(s) or improvement(s), said application and said Letters Patents, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisionals, continuations, CIP's, reissue and foreign applications, to make all rightful oaths and declarations, and generally to do everything possible to aid Landor Associates, its successors, assigns, nominees and legal representatives to obtain and enforce, for its own behalf, proper patent protection for said invention(s) or improvement(s) in any and all countries, provided the expenses which may be incurred by Retsu Ikeda in lending such cooperation and assistance are paid by Landor Associates;

AND Retsu Ikeda hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to Landor Associates, as assignee of Retsu Ikeda's entire rights, title and interest, any and all Letters Patent for said invention(s) or improvement(s), including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

For the consideration set forth above and other good and valuable consideration, the receipt of which is hereby acknowledged, Retsu Ikeda also hereby assigns to Landor Associates all of his rights, title, and interest in and to all works of authorship embodied within said BEVERAGE CAN without restriction and any derivation/modifications thereof including, without limitations, all rights of authorship, including copyright, associated therewith. In accordance with the assignment of rights set forth above, Retsu Ikeda further agrees without requiring payment of additional consideration to execute any subsequent documents necessary to perfect the rights of Landor Associates or its assignees in such works of authorship including any additional assignments and applications for federal copyright registrations.

IN WITNESS WHEREOF, we have hereunto set our hands and seals:

11/16/99
Date

Retsu Ikeda
Retsu Ikeda

State of California)
County of San Francisco) ss.:

Before me this 18th day of November, personally appeared Retsu Ikeda, who is personally known or proved to me on the basis of satisfactory evidence to be the person who acknowledged the foregoing instrument of assignment to be his free act and deed.

My Commission Expires: 6/21/01

[SEAL]

Tricia R. Pena
Notary Public



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