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ORDINATION

Atty. Docket: 03387.006001.

To the Director, U.S. Patent and

103114899

attached original documents or copy thereof.

## 1. Name of conveying party(ies):

- (1) UWE NEHUS  
(2) ERNST HUFENREUTER

Additional name(s) of conveying party(ies) attached?

☐ Yes☒ No

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

Name: Mars, Incorporated

Foreign Address: \_\_\_\_\_

Domestic Address: 6885 Elm StreetCity: McLean State VA ZIP 22101Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: (1) October 13, 2005; and (2) October 18, 2005

## 4. Application number(s) or patent number(s):

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

A. Patent Application Number: 29/232,539Filing Date: June 21, 2005B. Title of Invention: DISPLAY BOX

Additional numbers attached?

☐ Yes☒ No

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

Name: Fitzpatrick, Cella, Harper & Scinto30 Rockefeller PlazaNew York, New York 10112-3800Telephone No.: (212) 218-2100Facsimile No.: (212) 218-2200

## 6. Number of applications and patents involved:

One7. Total fee (37 CFR 3.41): . . \$ 40.00☒ Enclosed☐ Authorized to be charged to deposit account

## 8. Deposit account number (for deficiency or excess)

06-1205

(Attach duplicate copy of this page if paying by deposit account):

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## 9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and the attached is the original document or is a true copy of the original document.*Raymond R. Mandra (Reg. No. 34,382)

Name of Person Signing

Raymond R. Mandra

Signature

October 31, 2005

Date

11/04/2005 ECOOPER 00000064 29232539

Total number of pages including cover sheet, attachments, and documents: 2

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PATENT

REEL: 017172 FRAME: 0968

03387.006025.

**ASSIGNMENT**

FOR VALUE RECEIVED, WE, UWE NEHUS, a citizen of Germany, and ERNST HUFENREUTER, a citizen of Germany, residing at, c/o Masterfoods GmbH, Eitzer Strasse 215, Verden (Aller), Germany 27283 and c/o Kappa Papierfabrik GmbH, Postfach 1169, Herzberg, Germany 37401, respectively,

hereby sell, assign, transfer and convey unto MARS, INCORPORATED

a corporation of Delaware

having a place of business at 6885 Elm Street, McLean, VA 22101

its successors, assigns and legal representatives (hereinafter called the "Assignee"), the entire right, title and interest, for all countries, in and to certain inventions relating to

**DISPLAY BOX**

and described in an application for Letters Patent of the United States assigned design Application No. 29/232,539, and filed by us on June 21, 2005,

and in and to said application, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted, thereon, and all reissues and extensions thereof, and all applications for Letters Patent or other grants of protection of proprietary rights including, but not limited to, inventor's certificate, utility model, utility certificate, patent of importation, registration of patent and industrial design registration which may be filed, and which may be granted, upon said inventions in any countries or regions foreign to the United States, and all reissues, renewals and extensions thereof; and we hereby authorize and request the Commissioner for Patents and Trademarks of the United States, and all officials of countries or regions foreign to the United States having authority so to do, to issue all such Letters Patent or other grants of protection upon said inventions to the Assignee or to such nominees as it may designate.

AND we authorize and empower the said Assignee or nominees to invoke and claim for any application for such Letters Patent or other grants of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by a convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from us.

AND we hereby consent that a copy of this assignment shall be deemed a full and formal equivalent of any assignment, consent to file or like document which may be required in any country or region for any purpose and more particularly in proof of the right of the said Assignee or nominees to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

AND we hereby covenant that we have the full right to convey the entire right, title and interest herein assigned and that we have not executed and will not execute any agreement in conflict herewith.

AND we hereby covenant and agree that we will communicate to said Assignee or nominees all facts known to us pertaining to said inventions, and testify in all legal proceedings, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and declarations and in general perform all lawful acts necessary or proper to aid said Assignee or nominees in obtaining, maintaining and enforcing all lawful patent or other grants of protection of said inventions in any and all countries and regions.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 13 day of October, 2005



Witness

  
Masterfoods  
Masterfoods GmbH  
Postfach 1280 - 27281 Verden

  
UWE NEHUS

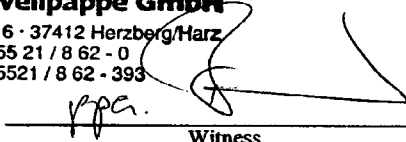
L.S.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 16 day of October, 2005



**Herzberger Wellpappe GmbH**

Andreasberger Str. 6 · 37412 Herzberg/Harz  
Telefon +49 (0) 55 21 / 8 62 - 0  
Telefax +49 (0) 5521 / 8 62 - 393



Witness

  
ERNST HUFENREUTER

L.S.

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RECORDED: 11/02/2005

PATENT  
REEL: 017172 FRAME: 0969