

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Michael Clayton Broussard	02/14/2006
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Frito-Lay North America, Inc.
<b>Street Address:</b>	7701 Legacy Drive
<b>City:</b>	Plano
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	75024-4099
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11291587
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<b>ATTORNEY DOCKET NUMBER:</b>	CFLAY.50289
<b>NAME OF SUBMITTER:</b>	Colin P. Cahoon
<b>Total Attachments: 1</b> source=Assignment#page1.tif	

CH \$40.00 11291587

**ASSIGNMENT**

**WHEREAS, I, Michael Clayton Broussard**, a citizen of the United States residing at 3515 Merrell Road, Dallas, Texas 75229, am the inventor of the invention **Method For Slap-And-Ship RFID Labeling**, for which I have executed an application for Letters Patent of the United States with attorney reference number CFLAY.50289; and

**WHEREAS, FRITO-LAY NORTH AMERICA, INC.**, incorporated in the state of Delaware, with a place of business at 7701 Legacy Drive, Plano, Texas 75024-4099, is desirous of obtaining the entire right, title, and interest in, to, and under the said invention and the said application;


**NOW, THEREFORE**, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I the said **Michael Clayton Broussard**, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the 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 which may hereafter be filed for said invention in any country or countries foreign to the United States, and all Letters Patent which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof and all rights of priority in any such country or countries based upon the filing of the said application for Letters Patent of the United States which are created by any law, treaty or international convention; and I hereby authorize and request the Commissioner of Patents 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 all Letters Patent for said invention to the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

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

**AND I HEREBY** further covenant and agree that I will communicate to said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention in all countries.

**IN TESTIMONY WHEREOF**, I hereunto set my hand and seal the day and year set opposite my respective signature.

Date: 2/14 2006

  
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Michael Clayton Broussard L.S.