

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Zaida V. Barcena Zafra	04/10/2007
RECEIVING PARTY DATA	
Name:	Wm. Wrigley Jr. Company
Street Address:	410 N. Michigan Avenue
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60611
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29277554
CORRESPONDENCE DATA	
Fax Number:	(312)794-6160
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3127946000
Email:	hanna.kim@wrigley.com
Correspondent Name:	Hanna Kim
Address Line 1:	1132 W. Blackhawk Street
Address Line 4:	Chicago, ILLINOIS 60622
ATTORNEY DOCKET NUMBER:	TIRADES
NAME OF SUBMITTER:	Hanna Kim
Total Attachments: 2 source=tirades assign#page1.tif source=tirades assign#page2.tif	

CH \$40.00 29277554

500277871

PATENT
REEL: 019300 FRAME: 0351

ASSIGNMENT

WHEREAS, the undersigned, to wit: Zaida V. Barcena Zafra (hereinafter "ASSIGNORS"), are the lawful owners of an invention known as Docket No. TIRADES01 and entitled: Dispenser Display, for which a patent application of the United States was filed on March 1, 2007 in the United States Patent and Trademark Office having Application Serial No. 29/277,554;

AND WHEREAS, Wm. Wrigley Jr. Company (hereinafter "ASSIGNEE"), a corporation duly organized and existing under the laws of Delaware and having its principle office and place of business at 410 N. Michigan Avenue, Chicago, Illinois, desires to acquire the entire right, title, and interest therein;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNORS do hereby sell, assign, and transfer, and hereby set over unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest to said invention in the United States of America and all foreign countries, including, without limitation, said invention as described in the aforesaid application, to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by said ASSIGNORS had this assignment and sale not been made, including, without limitation, all rights to the aforesaid application and to any United States Letters Patent therefor, when issued together with all improvements thereon and betterments thereof, all related applications including, but not limited to, divisions, continuations, continuations-in-part, reissues and reexaminations thereof and substitutions of or for said application, and all foreign rights including the right to make application for Letters Patent for said inventions in any and all foreign countries and the right to claim priority as to the filing date under the International Convention on the basis for the aforesaid application for United States Letters Patent; and ASSIGNORS hereby authorize and request the Commissioner of Patents to issue all Letters Patent issuing therefrom to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives.

ASSIGNORS hereby agree to execute any papers, provide any information and testify in any interference or litigation at the request of ASSIGNEE, its successors, assigns and legal representatives, when deemed essential to ASSIGNEE's, its successors', assigns' and legal representatives' full enjoyment, protection, enforcement and title in and to such invention and rights hereby transferred.

ASSIGNORS furthermore agree upon request of said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, to execute any and all papers desired by said ASSIGNEE, its successors, assigns and legal representatives, for the filing and granting of foreign applications and the perfecting of title thereto in said ASSIGNEE, its successors, assigns and legal representatives.

Signature

Zaida V. Barcena Zafra
Name: Zaida V. Barcena Zafra

Date Signed

April 10th, 2007

Address: Paseo de Francia No. 10
3a secc. Lomas Verdes
Naucalpan, Estado de Mexico
CP. 53120 Mexico

Before me personally appeared the person whose name is subscribed to the foregoing instrument, and executed the foregoing instrument in my presence for the purpose contained therein, by signing his/her name hereto.

Signature

[Signature]

Date Signed

April, 10th 2007