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PATENTS ONLY**

To the Director of the U.S. Patent and Trademark Office: Please record the attached document(s) or the new address(es) below

**1. Name of conveying party(ies)/Execution Date(s):**

**Michael Antonio Blanchet-Ruth  
Daniel Young-Doo Chung  
Jereme Nathaniel Dumm**

Execution Date: August 22, 2007

Additional name(s) of conveying party(ies) attached?  Yes  No

**3. Nature of conveyance:**

- Assignment  Merger  
 Security Agreement  Change of Name  
 Government Interest Assignment  
 Executive Order 9424, Confirmatory License  
 Other:

**4. Application or patent number(s): 1**

This document is being filed together with a new application

A. Patent Application No.(s) 29/284,133

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Cheryl J. Tubach  
The Coca-Cola Company  
NAT 19  
P.O. Box 1734  
Atlanta, GA 30301  
Phone Number: 404-676-1077  
Fax Number: 404-676-8414  
Email Address: ctubach@na.ko.com

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

Vessel Ideation, Inc.  
17 North Elizabeth, Suite 2F  
Chicago, IL 60607

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

**6. Total number of applications and patents involved: 1****7. Total fee (37 CFR 1.21(h) & 3.41) \$40**

- Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed  
 None required (government interest not affecting title)

**8. Payment Information**

- a. Credit Card Last 4 Numbers  
Expiration Date  
b. Deposit Account Number 03-2320  
Authorized User Name Andrea Barbian

**9. Signature**

  
Andrea Barbian

Sept. 7, 2007  
Date

Total number of pages  
including cover sheet, attachments, and documents: 5

Docket No. RC301286

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**PATENT**

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REEL: 019806 FRAME: 0711

CH \$40.00 032320 29284133

PATENT APPLICATION  
DOCKET NO.: RC 301286

### ASSIGNMENT

WHEREAS, Michael Antonio Blanchet-Ruth, a citizen of the United States of America, residing at 2078 North Campbell Road, Apt 1, Chicago, Illinois 60647; Daniel Young-Doo Chung, a citizen of the Republic of South Korea, residing at 831 West Ainslie, 2<sup>nd</sup> Fl, Chicago, Illinois 60640; and Jereme Nathaniel Dumm, a citizen of the United States of America, residing at 615 South Blvd, Unit B, Oak Park, IL 60302, hereinafter referred to as "INVENTORS"; and Carie A. Davis and Scott Biondich, hereinafter referred to as "CO-INVENTORS", have invented new and useful or ornamental discoveries and/or improvements in or relating to a

#### **Bottle,**

hereinafter referred to as "INVENTION," for which application for Letters Patent in the United States has been filed on even date herewith, hereinafter referred to as "APPLICATION,"

WHEREAS, Vessel Ideation, Inc, a corporation organized and existing under and by virtue of the laws of the State of Illinois, having an office at 17 North Elizabeth, Suite 2F, Chicago, Illinois 60607, U.S.A., hereinafter referred to as "COMPANY," is desirous of acquiring the entire right, title and interest in and to said INVENTION and APPLICATION;

NOW THEREFORE, for and in consideration of a pre-existing obligation of assignment to COMPANY, the sufficiency whereof is hereby acknowledged, INVENTORS have sold, assigned and transferred and do hereby sell, assign and transfer unto COMPANY, its successors and assigns, their entire right, title and interest in and to INVENTION and APPLICATION, including the right to apply for any Letters Patent thereon in the United States of America and in all other countries, including the right to claim the priority of the date of filing of any applications in the United States of America and in all other countries and including all continuations, divisionals, extensions, invention registrations, inventors' certificates, petty patents, re-examinations, registrations, reissues, renewals, revalidations, substitutes, utility models and the like corresponding thereto, to the full end of the term or terms of such Letters

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Patent, the same to be held and enjoyed by COMPANY, its successors and assigns the same as it would have been held and enjoyed by INVENTOR if this assignment and sale had not been made.

And, INVENTORS hereby authorize and request the United States Commissioner of Patents and Trademarks and equivalent official in all other countries to issue all such Letters Patent to COMPANY in accordance with this instrument of assignment.

INVENTORS hereby represent and warrant that there are no rights or interests outstanding with respect to any third party inconsistent with the rights and interests granted herein and that INVENTORS shall not execute any instrument or grant or transfer any rights or interests inconsistent therewith, and that INVENTORS and INVENTORS' heirs, executors, administrators and legal representatives, as the case may be, shall execute and deliver to COMPANY, its successors and assigns, any further documents or instruments, including but not limited to affidavits, declarations, powers of attorney and assignments and do any and all further acts that may be deemed necessary by COMPANY, its successors and assigns, to file and prosecute applications for such Letters Patent in any country where it may elect to file such applications, and that may be necessary to vest in COMPANY, its successors and assigns the title herein conveyed, or intended so to be, and to enable such title to be recorded in the United States of America and in all other countries where any such applications may be filed.

AND, INVENTORS further covenant and agree that INVENTORS' and INVENTORS' heirs, executors, administrators and legal representatives, as the case may be, in consideration of the premises shall at any time upon request, communicate to COMPANY, its successors and assigns, all material facts and provide COMPANY with all available documentation thereof in the possession or control of INVENTORS or INVENTORS' heirs, executors, administrators or legal representatives, as the case may be, relating in any way to INVENTION including the history thereof and shall testify as to same in any interference, litigation or any other proceeding



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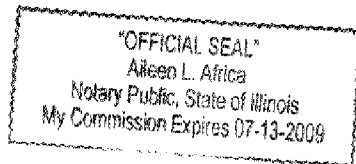
DATE

8-22-2007

INVENTOR:

[Signature]  
Jereme Dumm

STATE OF Illinois )  
COUNTY OF Cook ) SS:



SUBSCRIBED AND SWORN TO before me, a Notary Public, this 22 day of August, 2007

[Signature]  
Notary Public  
My Commission Expires: 7/13/09