Electronic Version v1.1 Stylesheet Version v1.1

 SUBMISSION TYPE:
 NEW ASSIGNMENT

 NATURE OF CONVEYANCE:
 ASSIGNMENT

CONVEYING PARTY DATA

| Name | Execution Date |
|----------------------|----------------|
| Graham Andrews | 10/04/2007 |
| Patrick Finlay | 10/04/2007 |
| Robert Le Bras-Brown | 10/04/2007 |

RECEIVING PARTY DATA

| Name: | PepsiCo, Inc. | |
|-----------------|------------------------|--|
| Street Address: | 700 Anderson Hill Road | |
| City: | Purchase | |
| State/Country: | NEW YORK | |
| Postal Code: | 10577 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 29276646 |

CORRESPONDENCE DATA

Fax Number: (312)463-5001

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: jgerasimchuk@bannerwitcoff.com

Correspondent Name: Julia Gerasimchuk

Address Line 1: 10 S Wacker Dr, Suite 3000
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 006943.00304

NAME OF SUBMITTER: Richard S. Stockton

Total Attachments: 2

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PATENT REEL: 019988 FRAME: 0228

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ASSIGNMENT

WHEREAS, we, Graham Andrews, Patrick Finlay, and Robert Le Bras-Brown, (ASSIGNORS), are the inventors of certain inventions and improvements described in a U.S. design patent application and having the title

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which application was filed on January 31, 2007 and assigned Application No. 29/276,646 and

WHEREAS,

PEPSICO, Inc. 700 Anderson Hill Road Purchase, New York 10577

(ASSIGNEE) desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

We hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) the entire right, title and interest in and to said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And we covenant that we have full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement or do anything in conflict herewith;

And we further covenant and agree that we will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and we agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES;

And we authorize the ASSIGNEE or its NOMINEES to file in my name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and we authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to issue to said ASSIGNEE or its NOMINEES any and all LETTERS PATENT for said application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

| And we nereby grant the attorneys at the law firm of Banner & witcoff the power to insert into |
|--|
| this document information sufficient to identify the patent application to which this assignment pertains. |
| Date: State of New York County of Uls + Chasses + Oxford Commission Expires May 10, 20 [] |
| Date: MARIANNE B. DALTON MARIANNE B. DALTON |
| State of New York Notary Public, State of New York |
| No. 01DA6024494 Qualified in Westchester County |
| County of Commission Expires May 10, 20 |
| Graham Andrews, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document. |
| |
| October 4 2007 Date Notary Public Notary Public |
| My Commission Expires: <u>5 10 20 </u> |
| |
| = (1 + 1) |
| Date: Date: Patrick Finlay MARIANNE B. DALTON Notary Public, State of New York No. 01DA6024494 Qualified in Westchester County |
| MARIANNE B. DALTON |
| State of New York Notary Public, State of New York |
| County of Qualified in Westchester County |
| Commission Expires May 10, 2011 Patrick Finlay, personally known to me to be the person whose name is subscribed to this |
| document, personally appeared before me and acknowledged to the that he/she executed this document. |
| october 4,2007 |
| Date Notary Public My Commission Expires: 510 2011 |
| A |
| |
| Date: State of New York Notary Public, State of New York |
| Date: MARIANNE B. DALTO Marian |
| |
| County of USFCN 57 en Qualified in Westchester County |
| Commission Expires May 10, 20 |
| Robert Le Bras-Brown, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this |
| document. |
| October 4, 2007 () Delle D. Dalle |
| Date Notary Public My Commission Expires: 5/10/2011 |
| My Commission Expires: 510 2011 |
| LAW OFFICES Banner & Witcoff, Ltd. |
| 10 South Wacker Drive |
| Chicago, IL 60606-7407 312-463-5000 |

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RECORDED: 10/19/2007

PATENT REEL: 019988 FRAME: 0230