

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Susan (Sue) WILSON</td> <td>01/09/2008</td> </tr> <tr> <td>Lauren BROOKING</td> <td>01/21/2008</td> </tr> <tr> <td>Philip (Phil) JENKINS</td> <td>01/07/2008</td> </tr> <tr> <td>Robert (Rob) WHEATCROFT</td> <td>01/09/2008</td> </tr> </tbody> </table>		Name	Execution Date	Susan (Sue) WILSON	01/09/2008	Lauren BROOKING	01/21/2008	Philip (Phil) JENKINS	01/07/2008	Robert (Rob) WHEATCROFT	01/09/2008
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Susan (Sue) WILSON	01/09/2008										
Lauren BROOKING	01/21/2008										
Philip (Phil) JENKINS	01/07/2008										
Robert (Rob) WHEATCROFT	01/09/2008										
<b>RECEIVING PARTY DATA</b>											
<b>Name:</b>	MARS, Incorporated										
<b>Street Address:</b>	6885 Elm Street										
<b>City:</b>	McLean										
<b>State/Country:</b>	VIRGINIA										
<b>Postal Code:</b>	22101										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29299205</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29299205						
Property Type	Number										
Application Number:	29299205										
<b>CORRESPONDENCE DATA</b>											
<b>Fax Number:</b>	(202)857-6395										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
<b>Phone:</b>	2028576000(yst)										
<b>Email:</b>	dcipdocket@arentfox.com										
<b>Correspondent Name:</b>	ARENT FOX LLP										
<b>Address Line 1:</b>	1050 CONNECTICUT AVENUE, N.W.										
<b>Address Line 2:</b>	SUITE 400										
<b>Address Line 4:</b>	McLean, VIRGINIA 20036-5339										
<b>ATTORNEY DOCKET NUMBER:</b>	022141.00011.PA.0239										
<b>NAME OF SUBMITTER:</b>	Kurt T. Buechle										

Total Attachments: 4

**500464153**

**PATENT  
 REEL: 020510 FRAME: 0299**

**OP \$40.00 29299205**

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**ASSIGNMENT**

FOR VALUE RECEIVED, we, **Sue WILSON**, a citizen of Great Britain, having an address of 11 Kensington Place, BATH, UK BA1 6AP, **Lauren BROOKING**, a citizen of Great Britain, having an address of Hartley Oast, Hawkhurst Road, Cranbrook, KENT, UK TN17 3PU, **Phil JENKINS**, a citizen of Great Britain, having an address of 4 Elder Close, Caerleon, Newport, UK NP18 3RD and **Rob WHEATCROFT**, a citizen of Great Britain, having an address of 21 Lyneham Gardens, Maidenhead, UK SL6 6SJ,

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

a corporation of the State 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 and regions, in and to certain inventions relating to and described in **US Design Patent Application No. 29/299,205** entitled

**CHOCOLATE BAR**

and in and to said registrations, and all divisions, renewals and continuations thereof, and all Letters Patent of any country or region 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, and all reissues, renewals and extensions therefore; and we hereby authorize and request all officials of any countries or regions 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.

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 here in 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 this 9<sup>th</sup> day of JANUARY, 2008

  
\_\_\_\_\_  
Sue WILSON LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this \_\_\_\_\_ day of \_\_\_\_\_, 2008

\_\_\_\_\_  
Lauren BROOKING LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this \_\_\_\_\_ day of \_\_\_\_\_, 2008

\_\_\_\_\_  
Phil JENKINS LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this 9<sup>th</sup> day of JANUARY, 2008

  
\_\_\_\_\_  
Rob WHEATCROFT LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this            day of            , 2008

\_\_\_\_\_  
Sue WILSON LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this            day of 21/1/, 2008

  
\_\_\_\_\_  
Lauren BROOKING LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this            day of            , 2008

\_\_\_\_\_  
Phil JENKINS LS

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Rob WHEATCROFT LS

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Sue WILSON LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this      day of      , 2008

\_\_\_\_\_  
Lauren BROOKING LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this *7<sup>th</sup>* day of *JANUARY*, 2008

\_\_\_\_\_  
*P. Jenkins*  
Phil JENKINS LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this      day of      , 2008

\_\_\_\_\_  
Rob WHEATCROFT LS