

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kerstin BORNHOLDT	03/11/2008
RECEIVING PARTY DATA	
Name:	MARS, Incorporated
Street Address:	6885 Elm Street
City:	McLean
State/Country:	VIRGINIA
Postal Code:	22101
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29290051
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2028576000(yst)
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Correspondent Name:	ARENT FOX LLP
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Address Line 2:	SUITE 400
Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20036-5339
ATTORNEY DOCKET NUMBER:	PA.0218 (028865.00003)
NAME OF SUBMITTER:	Kurt T. Buechle
Total Attachments: 1	
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OP \$40.00 29290051

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PATENT
REEL: 020775 FRAME: 0470

Kerstin **ASSIGNMENT**

FOR VALUE RECEIVED, I, ~~Kirsten~~ *Kerstin* BORNHOLDT, a citizen of Germany, having an address of Frohmestr. 70 a, 22459 Hamburg, Germany,

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, based on and described in **European Office for Harmonization in the Internal Market (EM) Community Design Registration No. 000707609-0001**, filed April 16, 2007,

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 tiled, and which may be granted, upon said inventions in any countries or regions, and all reissues, renewals and extensions therefore; and I 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 I 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 I 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 I hereby covenant that I have the full right to convey the entire right, title and interest here in assigned and that I have not executed and will not execute any agreement in conflict herewith.

AND I hereby covenant and agree that I will communicate to said Assignee or nominees all facts known to me 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 *11* day of *March*, 2008


LS
Kerstin BORNHOLDT

TECH/563721.1

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RECORDED: 04/09/2008

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