

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | |
|---|--------------------------------|---------------|----------------|---------------------|------------|------------------|------------|-----------|------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | |
| <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>Steven N. Pinelli</td> <td>03/17/2008</td> </tr> <tr> <td>Sami M. El Saden</td> <td>03/19/2008</td> </tr> <tr> <td>Xijin Lai</td> <td>03/17/2008</td> </tr> </tbody> </table> | | Name | Execution Date | Steven N. Pinelli | 03/17/2008 | Sami M. El Saden | 03/19/2008 | Xijin Lai | 03/17/2008 |
| Name | Execution Date | | | | | | | | |
| Steven N. Pinelli | 03/17/2008 | | | | | | | | |
| Sami M. El Saden | 03/19/2008 | | | | | | | | |
| Xijin Lai | 03/17/2008 | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | |
| Name: | Ignite USA, LLC | | | | | | | | |
| Street Address: | 954 W. Washington Blvd. MC 37 | | | | | | | | |
| City: | Chicago | | | | | | | | |
| State/Country: | ILLINOIS | | | | | | | | |
| Postal Code: | 60607 | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | |
| <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>29301852</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 29301852 | | | | |
| Property Type | Number | | | | | | | | |
| Application Number: | 29301852 | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | |
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| Email: | chicago_ip_docket@mwe.com | | | | | | | | |
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| Address Line 4: | Chicago, ILLINOIS 60606 | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 077154-0078 | | | | | | | | |
| NAME OF SUBMITTER: | Monique A. Morneault | | | | | | | | |
| Total Attachments: 2 source=77154-0078-Assignment#page1.tif source=77154-0078-Assignment#page2.tif | | | | | | | | | |

CH \$40.00 29301852

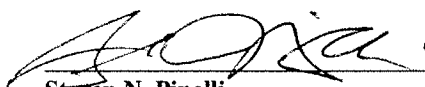
ASSIGNMENT

Application No.: 29/301,852

Filed: March 19, 2008

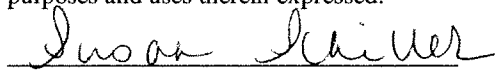
IN CONSIDERATION of good and valuable considerations, the receipt of which is hereby acknowledged, the entire right, title and interest in the invention or improvements of the undersigned in "DRINKING CONTAINER LID" and in the application for Letters Patent of the United States therefor, executed by the undersigned on the date indicated herewith and in any reissue or extension of any Letters Patent that may be granted upon said application are hereby assigned by the undersigned to **IGNITE USA, LLC**, an Illinois limited liability company, and the successors, legal representatives and assigns of **IGNITE USA, LLC** (hereinafter collectively called said Assignee), and the Commissioner of Patents is hereby authorized and requested by the undersigned to issue said Letters Patent to said Assignee.

FOR SAID CONSIDERATIONS it is hereby agreed by the undersigned, upon the request of said Assignee, to execute any necessary and proper oaths or affidavits relating to said application or required for the filing or prosecution of any divisional, continuation or continuation-in-part application thereof or for the filing or prosecution of any application for the reissue or extension of any Letters Patent that may be granted on said invention or improvements that said Assignee may deem necessary or expedient, and for the said consideration it is further agreed by the undersigned, upon the request of said Assignee, in the event of said application or any division thereof, or Letters Patent issued thereon, or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of the ability of the undersigned with said Assignee in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, and further to perform, upon such request, any and all affirmative acts to obtain said Letters Patent and vest all rights therein hereby conveyed in the said Assignee as fully and entirely as the same would have been held and enjoyed by the undersigned if this Assignment and sale had not been made. And for the said considerations the entire right, title and interest in said invention or improvements, including all priority rights, and the right to claim priority rights and the privileges and benefits thereof, including those under the International Convention, and all other conventions, and the right to file applications for design patent in said Assignee's own name for said invention or improvements in each and every country of the world are hereby Assigned and granted by the undersigned to said Assignee. It is further agreed by the undersigned, upon the request of said Assignee, to execute any and all documents that shall be required of the undersigned to be executed in connection with any and all applications for foreign letters design patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and design patents in said Assignee. The attorneys of record in said application for design patent are hereby authorized and requested by the undersigned to insert in this Assignment the date and Serial Number thereof in the places provided therefor.

 3-17-08
Steven N. Pinelli Date

STATE OF ILLINOIS)
)
COUNTY OF DuPage) ss

On 03-17, 2008, Steven N. Pinelli appeared before me, a notary public in and for the state and county aforesaid, and acknowledged that he freely and voluntarily subscribed and executed the foregoing Assignment for the purposes and uses therein expressed.


Notary Public

[SEAL]

