

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Rachael POWELL		10/10/2008
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:	29325174	
CORRESPONDENCE DATA		
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ATTORNEY DOCKET NUMBER:	028872.00003 (PA.0283)	
NAME OF SUBMITTER:	William D. Doyle	
Total Attachments: 1		
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PATENT
REEL: 021955 FRAME: 0695

Attorney Docket No. 022141.00011.PA.0283

ASSIGNMENT

FOR VALUE RECEIVED, I, **Rachael POWELL**, a citizen of Great Britain, having an address of c/o MARS Complementary Petcare Europe, Oakwell Way, Birstall, West Yorkshire, WF17 9LU UK,

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. 000905575-0001**, filed March 28, 2008,

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 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 benefits 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 we 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 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 10th day of October, 2008

 LS
Rachael POWELL