

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Peter E. Arnell		12/23/2008
RECEIVING PARTY DATA		
Name:	PepsiCo, Inc.	
Street Address:	700 Anderson Hill Road	
City:	Purchase	
State/Country:	NEW YORK	
Postal Code:	10557	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29312165	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Correspondent Name:	Banner & Witcoff, Ltd.	
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Address Line 2:	Suite 3000	
Address Line 4:	Chicago, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	066943.00023	
NAME OF SUBMITTER:	Caitlin Bergh	
Total Attachments: 2 source=00023#page1.tif source=00023#page2.tif		

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PATENT
 REEL: 022213 FRAME: 0010

ASSIGNMENT

WHEREAS, I, Peter E. Arnell, (ASSIGNOR), is the inventor of certain inventions and improvements described in a U.S. design patent application and having the title

COLOR ICON FOR A DISPLAY SCREEN OR PACKAGING

which application was filed on October 3, 2008 and assigned Application No. 29/312165 and

WHEREAS,

PEPSICO, INC.
700 ANDERSON HILL ROAD
PURCHASE, NEW YORK 10557

(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,

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

And I further covenant and agree that I 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 I 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 I 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 I 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 I hereby 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.

122308

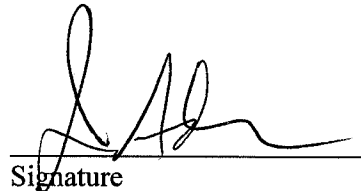
Date: _____


Peter E. Arnell

WITNESS:

122308

Date: _____


Signature

LAW OFFICES
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