

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Donald W. Lillard Jr	02/12/2009
RECEIVING PARTY DATA	
Name:	Insight Beverages, Inc.
Street Address:	750 Oakwood Road
City:	Lake Zurich
State/Country:	ILLINOIS
Postal Code:	60047
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12370782
CORRESPONDENCE DATA	
Fax Number:	(312)655-1501
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-655-1500
Email:	amy.hammer@huschblackwell.com
Correspondent Name:	Husch Blackwell Sanders, LLP Husch Black
Address Line 1:	120 S RIVERSIDE PLAZA
Address Line 2:	22ND FLOOR
Address Line 4:	CHICAGO, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	3885-102391-UTI
NAME OF SUBMITTER:	Amy L. Hammer
Total Attachments: 2 source=3885-102391-UTI-Assignment#page1.tif source=3885-102391-UTI-Assignment#page2.tif	

CH \$40.00 12370782

Assignment

Serial No. _____

Filing Date: _____

FOR good and valuable consideration, the receipt of which is hereby acknowledged, the entire right, title and interest in the invention or improvements of the undersigned in IMPROVED BEVERAGE IDENTIFICATION SYSTEM AND METHOD and in the above-identified application for Letters Patent of the United States therefor, executed by the undersigned, and in any continuation, division, reissue or extension of any Letters Patent that may be granted upon said application are hereby assigned by the undersigned to INSIGHT BEVERAGES, INC., an Illinois Corporation, having a place of business at 750 Oakwood Road, Lake Zurich, Illinois 60047, and the heirs, successors, legal representatives and assigns of INSIGHT BEVERAGES, INC. (hereinafter collectively called said Assignee), and the Commissioner of Patents and Trademarks is hereby authorized and requested by the undersigned to issue said Letters Patent to said Assignee.

For said consideration 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 or continuing 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 consideration 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 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 Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee. The undersigned also further agrees, for the said consideration, upon the request of said Assignee, to promptly perform all lawful acts deemed by said Assignee to be necessary or advisable in connection with maintaining, enforcing, or transferring the resulting grants of said Letters Patent in the United States or foreign countries. It is

agreed that such lawful acts include, but are not limited to, taking oaths, executing declarations, powers, assignments and other papers and giving testimony.

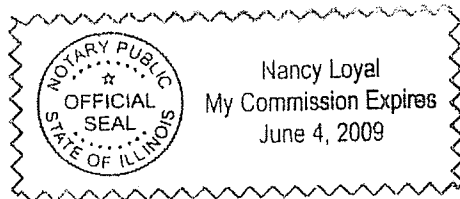
Don Lillard (Seal)
Donald W. Lillard, Jr.

State of Illinois)
County of Lake) SS:
)

On February 12, 2009, Donald W. Lillard, Jr. 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.

(SEAL) Nancy Loyal
Notary Public

My Commission Expires: 6/4/09



*Additional pages listing additional inventors attached (Yes or No) No