

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
4Sight, Inc.	03/09/2009
RECEIVING PARTY DATA	
Name:	PepsiCo, Inc.
Street Address:	700 Anderson Hill Road
City:	Purchase
State/Country:	NEW YORK
Postal Code:	10577
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29325793
CORRESPONDENCE DATA	
Fax Number:	(312)463-5001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-463-5000
Email:	designteamchicago@bannerwitcoff.com
Correspondent Name:	Banner & Witcoff, Ltd.
Address Line 1:	Ten South Wacker Drive
Address Line 2:	Suite 3000
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	006943.01899
NAME OF SUBMITTER:	Molly Heitner
Total Attachments: 1 source=18994SighttoPepsiCoAssignment#page1.tif	

CH \$40.00 29325793

ASSIGNMENT OF PATENT APPLICATIONS

THIS ASSIGNMENT is made on the ____ day of _____, 2007, by 4SIGHT, INC., having its principal place of business at 135 Fifth Avenue, New York, New York 10010 ("Assignor"), to PEPSICO, INC., having a place of business at 700 Anderson Hill Road, Purchase, New York 10577 ("Assignee").

1. Assignor owns rights in certain new and useful improvements concerning the subject matter set forth in the patent applications listed below:

<u>Design Patent Application No.</u>	<u>Filing Date</u>	<u>Title</u>
29/325,793	October 6, 2008	Bottle

Assignor has full right to convey the entire interest herein assigned and has not executed and will not execute any agreement or do anything in conflict herewith.

2. Assignee is desirous of acquiring Assignor's entire right, title, and interest in the Design Patent Application.

3. NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee its entire right, title and interest in and to the inventions and the Patent Applications, and any divisionals and continuations, and in and to any Letters Patent that may be granted therefor together with any reissues, extensions or renewals thereof, and all related rights, including all rights and claims for the infringement thereof, the same to be held and enjoyed by Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives, to the end of the term or terms for which any Letters Patents are or may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if the assignment had not been made, together with all claims for damages by reason of past infringement of the Letters Patent, with the right to sue for and collect the same for Assignee's own use and for the use of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the parties have executed this Assignment on the 9TH day of MARCH, 2008.

By: [Signature]
 Name: STUART LESLIE
 Title: PRESIDENT

State of New York)
 County of NY) ss:

Stuart Leslie, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

3/11/09
Date

[Signature]
 Notary Public
 My Commission Expires: May 26, 2010

MAURICE HALLIVIS
 Notary Public, State of New York
 No. 01HA6007604
 Qualified in New York County
 Commission Expires **May 26, 2010**

PATENT