

PATENT ASSIGNMENT

Electronic Version v1.1

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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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Eric Scott Daniel</td> <td>10/20/2009</td> </tr> <tr> <td>Janelle Anderson Hottinger</td> <td>11/18/2009</td> </tr> <tr> <td>Karl Gregory Flowers</td> <td>10/27/2009</td> </tr> <tr> <td>Michael Robert Howley</td> <td>10/27/2009</td> </tr> </tbody> </table>		Name	Execution Date	Eric Scott Daniel	10/20/2009	Janelle Anderson Hottinger	11/18/2009	Karl Gregory Flowers	10/27/2009	Michael Robert Howley	10/27/2009
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Frito-Lay North America, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>7701 Legacy Drive</td> </tr> <tr> <td>City:</td> <td>Plano</td> </tr> <tr> <td>State/Country:</td> <td>TEXAS</td> </tr> <tr> <td>Postal Code:</td> <td>75024-4099</td> </tr> </table>		Name:	Frito-Lay North America, Inc.	Street Address:	7701 Legacy Drive	City:	Plano	State/Country:	TEXAS	Postal Code:	75024-4099
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CORRESPONDENCE DATA											
<p>Fax Number: (972)367-2002</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 972.367.2001</p> <p>Email: butz@cclaw.com</p> <p>Correspondent Name: Carstens & Cahoon, LLP</p> <p>Address Line 1: P.O. Box 802334</p> <p>Address Line 4: Dallas, TEXAS 75380-2334</p>											
ATTORNEY DOCKET NUMBER:	CFLAY.10531										
NAME OF SUBMITTER:	Colin P. Cahoon										
<p>Total Attachments: 2</p> <p>source=Executed_Assignment#page1.tif</p>											

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PATENT
REEL: 023605 FRAME: 0097

ASSIGNMENT

WHEREAS, We, **Eric Scott Daniel**, a citizen of the United States, residing at 191 East Longview Avenue, Columbus, Ohio 43202; **Janelle Anderson Hottinger**, a citizen of United States, residing at 6045 Dripping Springs Drive, Frisco, Texas 75034; **Karl Gregory Flowers**, a citizen of United States, residing at 7762 Thistletree Lane, Frisco, Texas 75034; and **Michael Robert Howley**, a citizen of United States, residing at 808 Autumn Ridge Drive, McKinney, Texas 75070; are the inventors of the invention **PRODUCT DISPLAY**, for which we have executed an Application for Letters Patent of the United States with attorney docket number CFLAY.10531; and

WHEREAS, **FRITO-LAY NORTH AMERICA, INC.**, incorporated in the state of Delaware, with a place of business at 7701 Legacy Drive, Plano, Texas 75024-4099, is desirous of obtaining the entire right, title, and interest in, to, and under the said invention and the said application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we the said **Eric Scott Daniel; Janelle Anderson Hottinger; Karl Gregory Flowers; and Michael Robert Howley** have sold, assigned, transferred, and set over, and by these presents do hereby sell, assign, transfer, and set over, unto the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives, and assigns, the entire right, title, and interest in, to, and under the said invention and the said application, and all divisions, renewals, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said invention in any country or countries foreign to the United States, and all Letters Patent which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals, and reissues thereof, and all rights of priority in any such country or countries based upon the filing of the said application for Letters Patent of the United States which are created by any law, treaty, or international convention; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said invention to the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives, and assigns, in accordance with the terms of this instrument.

AND WE HEREBY 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 in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives, and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and generally do everything possible to aid the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives, and assigns, to obtain and enforce proper patent protection for said invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my signature.

Date: October 20, 2009


Eric Scott Daniel

L.S.

Date: 11/18/ 2009  L.S.
Janelle Anderson Hottinger

Date: 10/27 2009  L.S.
Karl Gregory Flowers

Date: 10/27 2009  L.S.
Michael Robert Howley