

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Guillermo Ballesteros Diez	01/30/2010
Ernesto Ribera Peidro	01/30/2010
Laura Ormad Rusines	01/30/2010
Gerard Gonzalez Bufi	01/30/2010

RECEIVING PARTY DATA

Name:	Bacardi & Company Limited
Street Address:	Aeulestrasse 5 FL-9490
City:	Vaduz
State/Country:	LIECHTENSTEIN

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29345435

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	85131(301336)
NAME OF SUBMITTER:	David I. Greenbaum

Total Attachments: 4
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**PATENT
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ASSIGNMENT BY INVENTORS

THIS ASSIGNMENT, made this 30th day of JANUARY, 2010,
by Guillermo Ballesteros Díez; Ernesto Ribera Peidro; Laura Ormad Rusinès; and
Gerard González Bufí (hereinafter referred to as Assignors), all residing in Barcelona,
Spain;

WHEREAS, Assignors have invented a certain new, original and ornamental
design described in an application entitled BOTTLE, set forth in a Design application
for Letters Patent of the United States, already filed on October 15, 2009 as U.S.
Application No. 29/345,435; and

WHEREAS, Bacardi & Company Limited, a corporation organized under and
pursuant to the laws of Liechtenstein having its principal place of business at
Aeulestrasse 5 FL-9490, Vaduz, Liechtenstein (hereinafter referred to as Assignee), is
desirous of acquiring the entire right, title and interest in and to said invention and said
Application for Letters Patent of the United States, and in and to any Letters Patent of
the United States to be obtained therefore and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good
and sufficient consideration, the receipt of which is hereby acknowledged, Assignors
have sold, assigned, transferred and set over, and by these presents do sell, assign,
transfer and set over, unto Assignee, its successors, legal representatives and
assigns, the entire right, title and interest in and to the above-mentioned invention and
application for Letters Patent, and in and to any and all direct and indirect divisions,
continuations and continuations-in-part of said application, and any and all Letters
Patent in the United States and all foreign countries which may be granted therefor
and thereon, and reissues, reexaminations and extensions of said Letters Patent, and
all rights under the International Convention for the Protection of Industrial Property,
the same to be held and enjoyed by Assignee, for its own use and benefit and the use
and benefit of its successors, legal representatives and assigns, to the full end of the
term or terms for which Letters Patent may be granted and/or extended, as fully and

entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said invention and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said invention, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said invention, or said Design application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said invention in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

AND Assignors hereby request the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said invention and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

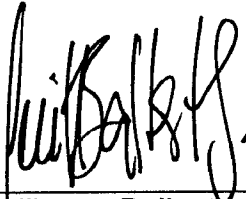
AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

EDWARDS ANGELL PALMER & DODGE LLP

All practitioners at Customer Number 21874.

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AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.



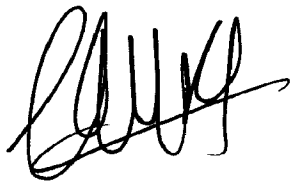
Guillermo Ballesteros Díez

Date: 30th JANUARY 2010



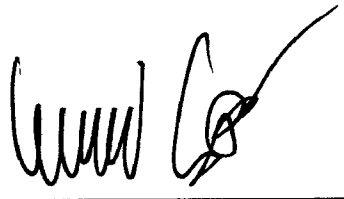
Ernesto Ribera Peidro

Date: 30th JANUARY 2010



Laura Ormad Rusinès

Date: 30th JANUARY 2010



Gerard González Buff

Date: 30th JANUARY 2010

Read, Acknowledged, And Agreed
COLUMN BRAND STRATEGY & COLORS, S.A.

