

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
John A. Gelardi	03/10/2010
Ryan A. Bailey	03/10/2010
RECEIVING PARTY DATA	
Name:	R.J. Reynolds Tobacco Company
Street Address:	401 North Main Street
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27101-3804
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29356300
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	R60999 1350 (0013.8)
NAME OF SUBMITTER:	Scott C. Mayhew

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Total Attachments: 3
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**PATENT
 REEL: 024315 FRAME: 0590**

ASSIGNMENT - WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor has sold and assigned, and by these presents hereby sells and assigns, unto

R.J. Reynolds Tobacco Company
401 North Main Street
Winston-Salem, NC 27101-3804

its successors and assigns, the entire right, title and interest, so far as concerns the United States and the Territories and Possessions thereof and all foreign countries in and to the invention in **"TRAY ASSEMBLY FOR A DISPENSING CONTAINER"**

as set forth in this United States Patent Application

- executed concurrently herewith
- executed on
- Application No. 29/356,300; filed February 23, 2010
- Application claims priority from Application No. , filed , all applications listed above being hereinafter referred to as the "application(s)";

(We hereby authorize and request the Assignee and its attorney (Womble Carlyle Sandridge & Rice, PLLC) to insert above the application number and filing date of said application when known.)

said application for United States Letters Patent, including all divisional, renewal, substitute, continuation, nonprovisionals, continuation-in-parts, and Convention applications based in whole or in part upon said inventions or upon said applications, and any and all Letters Patent and reissues, reexaminations, and extensions of Letters Patent granted for said inventions or upon said applications and every priority right that is or may be predicated upon or arise from said inventions, said applications, and said Letters Patent; said Assignee being hereby authorized to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of said Assignee or otherwise as said Assignee may deem advisable, under the International Convention or otherwise; the Commissioner of Patents and Trademarks of the United States of America being hereby authorized to issue or transfer all said Letters Patent to said Assignee in accordance herewith; this assignment being under covenant, not only that full power to make the same is had by the undersigned, but also that such assigned right is not encumbered by any grant, license, or other right theretofore given, and that the undersigned will do all acts reasonably serving to ensure that the said inventions, patent applications and Letters Patent shall be held and enjoyed by said Assignee as fully and entirely as the same could have been held and enjoyed by the undersigned if this assignment had not been made, and particularly to execute and deliver to said Assignee all lawful documents including petitions,

specifications, oaths, assignments, invention disclaimers, declarations, and lawful affidavits in form and substance which may be requested by said Assignee, to furnish said Assignee with all facts relating to said inventions or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may embody said inventions, and to testify in any proceedings relating to said inventions, patent applications, and/or Letters Patent.

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

This Assignment is deemed to be effective at least as early as February 23, 2010 (the earliest priority date).

3/10/2010
Date

John A. Gelardi
John A. Gelardi

State of NORTH CAROLINA)
County of WAKE)

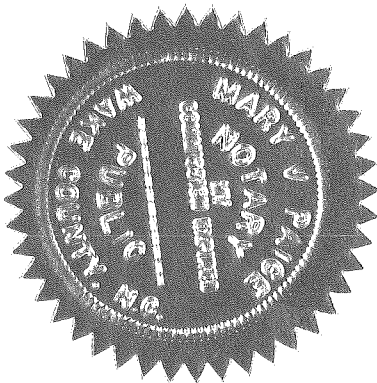
I, Mary V. Paige, a Notary Public for said County and State, do hereby certify that John A. Gelardi personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 10th day of March, 2010.

(Official Seal)

Mary V. Paige
Notary Public

My commission expires 08/23/2014



Date 3/10/2010

R A Bailey
Ryan A. Bailey

State of NORTH CAROLINA)

County of WAKE)

I, Mary V. Paige, a Notary Public for said County and State, do hereby certify that Ryan A. Bailey personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 10th day of March, 2010.

(Official Seal)

Mary V. Paige
Notary Public

My commission expires 08/23/2014

