

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
David BEARD	05/14/2010
RECEIVING PARTY DATA	
Name:	Mars, Incorporated
Street Address:	6885 Elm Street
City:	McLean
State/Country:	VIRGINIA
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29356842
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NAME OF SUBMITTER:	William D. Doyle, Reg. No. 60,429
Total Attachments: 1 source=022141.00011.PA.0325_executedAssignmentdoc#page1.tif	

OP \$40.00 29356842

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PATENT
REEL: 024436 FRAME: 0291

WORLDWIDE ASSIGNMENT

IN CONSIDERATION of the sum of One Dollar (\$1.00), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter ASSIGNOR) by

Mars, Incorporated
6885 Elm Street
McLean, VA 22101

(hereinafter ASSIGNEE), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest, including the right to sue for past infringement, if any, and all rights pursuant to 35 U.S.C. §154, to the invention entitled

DECORATIVE PACKAGE SURFACE DESIGN

for which application for Letters Patent of the United States was executed on even date herewith unless otherwise indicated below:

filed on March 3, 2010, Serial No. 29/356,842
(Arent Fox LLP is hereby authorized to insert the series code, serial number and/or filing date hereon, when known)

and all Letters Patent of the United States and its territorial possessions and in any and all foreign countries to be obtained therefor on said application or any continuation, division, renewal, substitute, reissue or reexamination thereof, and any other application claiming priority thereto, for the full term or terms for which the same may be granted.

The ASSIGNOR agrees to execute all papers necessary in connection with application and any continuing, divisional, reissue or reexamination applications thereof, and any other applications claiming priority thereto, and also to execute separate assignments in connection with such applications as the ASSIGNEE may deem necessary or expedient.

The ASSIGNOR agrees to execute all papers necessary in connection with any interference, litigation, or other legal proceeding which may be declared concerning this application or any continuation, division, reissue or reexamination thereof or Letters Patent or reissue patent issued thereon, and any other applications claiming priority thereto, and to cooperate with the ASSIGNEE in every way possible in obtaining and producing evidence and proceeding with such interference, litigation, or other legal proceeding.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).



David BEARD

(SIGNATURE)

14 / 05 / 10
(DATE)