# PATENT ASSIGNMENT

# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

### **CONVEYING PARTY DATA**

Name	Execution Date
Jerry FARKAS	12/16/2009
Shannon MOREY	12/14/2009
Michael INNIS	12/14/2009
Todd ROBINSON	12/14/2009
Tracey ZIENER	10/20/2009

#### RECEIVING PARTY DATA

Name:	Mars, Incorporated
Street Address:	6885 Elm Street
City:	McLEAN
State/Country:	VIRGINIA
Postal Code:	22101

### PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29365495

# **CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER: 028871.00006 (PA.0329)

NAME OF SUBMITTER: William D. Doyle, Reg. No. 60,429

**PATENT** 

REEL: 024707 FRAME: 0561

OF \$40.00 29365495

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Total Attachments: 3

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PATENT REEL: 024707 FRAME: 0562

Docket No. 022141.00011.PA.0304

# 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					
		PET TREA	T		
for which application for Letters Patent of the United States was executed on even date herewith unless otherwise indicated below:					
filed on	October 16, 2009	, Serial No.	29/345,48	4	
and all Letters Patent of the on said application or any c claiming priority thereto, for	continuation, division, rene	wal, substitute,	reissue or re	and all foreign countries to be obtained therefor eexamination thereof, and any other application ted.	
The ASSIGNOR a reissue or reexamination ap assignments in connection w	plications thereof, and any	other application	ions claimin	with application and any continuing, divisional, g priority thereto, and also to execute separate essary or expedient.	
Letters Patent or reissue pa	eclared concerning this ap tent issued thereon, and a	plication or any ny other applic	continuatio ations claim	with any interference, litigation, or other legal on, division, reissue or reexamination thereof or ting priority thereto, and to cooperate with the reding with such interference, litigation, or other	
IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).					
(SIGNATURE)	Jer	ry FARKAS	and Market Market and advantage consistency.	12-/16/09 (DATE)	
(SIGNATURE)	Shar	inon MOREY		(DATE)	
(SIGNATURE)	Mi	chael INNIS		(DATE)	
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Todd ROBINSON

Tracey ZIENER

TECH7558741

(SIGNATURE)

(SIGNATURE)

(DATE)

(DATE)

Docket No. 022141.00011.PA.0304

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### PET TREAT

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

	filed on	October 16, 2009	, Serial No.	29/345,484
on said application	on or any c	United States and its territor ontinuation, division, renew the full term or terms for whether the full terms are the full terms or terms for whether the full terms or terms for whether the full terms or terms are the full terms or terms are the full terms or terms are the full terms or terms for whether the full terms or terms are the full terms or the full terms or terms are the full terms or the full terms	al, substitute,	s and in any and all foreign countries to be obtained therefor reissue or reexamination thereof, and any other application may be granted.
reissue or reexam	nination ap	plications thereof, and any	other applicat	connection with application and any continuing, divisional, ions claiming priority thereto, and also to execute separate ay deem necessary or expedient.
proceeding which Letters Patent or	n may be d reissue pa	eclared concerning this app tent issued thereon, and an	lication or any y other applic	connection with any interference, litigation, or other legal v continuation, division, reissue or reexamination thereof or eations claiming priority thereto, and to cooperate with the ce and proceeding with such interference, litigation, or other
IN WITNESS WI	HEREOF, t		, ,	xed his/her/their signature(s).
(SIGNA	ATURE)	Jerr	y FARKAS	(DATE)
SIGNA	OU ATURE)	Shan	non MOREY	12-14-09 (DATE)
Michael Sign	ATURE)	Mic	hael INNIS	<u> </u>
Voin / (SIGNA	TURE)	Todd	ROBINSON	12/14/09 (DATE)
		Trac	ey ZIENER	

TECH7558741

(SIGNATURE)

PATENT REEL: 024707 FRAME: 0564

(DATE)

Docket No. 022141.00011.PA.0304

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for which application for Letters P	atent of the United States was executed on ev	ven date herewith unless otherwise indicated below:
filed on Oc	tober 16, 2009 , Serial No. 29/34	5,484
on said application or any continu	d States and its territorial possessions and in action, division, renewal, substitute, reissue all term or terms for which the same may be g	any and all foreign countries to be obtained therefor or reexamination thereof, and any other application granted.
reissue or reexamination applicati	to execute all papers necessary in connections thereof, and any other applications clack applications as the ASSIGNEE may deem	on with application and any continuing, divisional, iming priority thereto, and also to execute separate necessary or expedient.
proceeding which may be declare Letters Patent or reissue patent is	ed concerning this application or any continuous discussions of the second and any other applications of	tion with any interference, litigation, or other legal uation, division, reissue or reexamination thereof or claiming priority thereto, and to cooperate with the proceeding with such interference, litigation, or other
IN WITNESS WHEREOF, the un	dersigned inventor(s) has (have) affixed his/l	ner/their signature(s).
	Jerry FARKAS	
(SIGNATURE)		(DATE)
	Shannon MOREY	
(SIGNATURE)		(DATE)
	Michael INNIS	
(SIGNATURE)		(DATE)
	Todd ROBINSON	
(SIGNATURE)		(DATE)
Tran 2	Tracey ZIENER	20 Octo9.
(signature)	The state of the s	(DATE)

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**RECORDED: 07/19/2010** 

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