

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
4SIGHT, INC.	05/29/2008
<b>RECEIVING PARTY DATA</b>	
Name:	PEPSICO, INC.
Street Address:	700 Anderson Hill Road
City:	Purchase
State/Country:	NEW YORK
Postal Code:	10577
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	29352622
<b>CORRESPONDENCE DATA</b>	
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ATTORNEY DOCKET NUMBER:	006943.03087
NAME OF SUBMITTER:	Anna Smialek
Total Attachments: 1 source=01467 Assignment 3#page1.tif	

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**ASSIGNMENT OF PATENT APPLICATION**

THIS ASSIGNMENT is made on the 29<sup>th</sup> day of May, 2008, by 4Sight, Inc., having its principal place of business at 135 Fifth Avenue, New York, New York 10010 ("Assignor"), to PepsiCo, Inc., having a place of business at 700 Anderson Hill Road, Purchase, New York 10577 ("Assignee").

1. Assignor owns rights in certain new and useful improvements concerning the subject matter set forth in the Design Patent Applications listed below:

<u>Design Patent Application No.</u>	<u>Filing Date</u>	<u>Title</u>
29/317,168	4/23/08	Bottle

Assignor has full right to convey the entire interest herein assigned and has not executed and will not execute any agreement or do anything in conflict herewith.

2. Assignee is desirous of acquiring Assignor's entire right, title, and interest in the Design Patent Applications.

3. NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee its entire right, title and interest in and to the inventions and the Patent Applications, and any divisionals and continuations, and in and to any Letters Patent that may be granted therefor together with any reissues, extensions or renewals thereof, and all related rights, including all rights and claims for the infringement thereof, the same to be held and enjoyed by Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives, to the end of the term or terms for which any Letters Patents are or may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if the assignment had not been made, together with all claims for damages by reason of past infringement of the Letters Patent, with the right to sue for and collect the same for Assignee's own use and for the use of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the parties have executed this Assignment on the 29<sup>th</sup> day of May, 2008.

4Sight, Inc.

By: [Signature]

Name: STUART LESLIE

Title: PRESIDENT

State of New York,  
County of New York ss:

Stuart Leslie, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

Date May 29, 2008

[Signature]  
Notary Public

My Commission Expires: May 21, 2011

[Signature]  
DAVID LEVER

Notary Public, State of New York

No. 01LE6166345

Qualified in New York County

Commission Expires May 21, 2011

**PATENT**