

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Craig Caldwell</td> <td>06/01/2010</td> </tr> <tr> <td>John Marshall</td> <td>06/01/2010</td> </tr> <tr> <td>William Rasile</td> <td>06/01/2010</td> </tr> </tbody> </table>		Name	Execution Date	Craig Caldwell	06/01/2010	John Marshall	06/01/2010	William Rasile	06/01/2010				
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>H.J. Heinz Company</td> </tr> <tr> <td>Street Address:</td> <td>One PPG Place</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 3100</td> </tr> <tr> <td>City:</td> <td>Pittsburgh</td> </tr> <tr> <td>State/Country:</td> <td>PENNSYLVANIA</td> </tr> <tr> <td>Postal Code:</td> <td>15222</td> </tr> </table>		Name:	H.J. Heinz Company	Street Address:	One PPG Place	Internal Address:	Suite 3100	City:	Pittsburgh	State/Country:	PENNSYLVANIA	Postal Code:	15222
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CORRESPONDENCE DATA													
<p>Fax Number: (215)979-1020</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 215-979-1255</p> <p>Email: swapicelli@duanemorris.com</p> <p>Correspondent Name: Samuel W. Apicelli</p> <p>Address Line 1: 30 S. 17th Street</p> <p>Address Line 2: Duane Morris LLP</p> <p>Address Line 4: Philadelphia, PENNSYLVANIA 19103-4196</p>													
ATTORNEY DOCKET NUMBER:	E5301-00038												
NAME OF SUBMITTER:	Samuel W. Apicelli												
Total Attachments: 2													

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ASSIGNMENT

WHEREAS, the undersigned, **Craig Caldwell**, residing at 104 Sunshine Way, Slippery Rock, PA 16057, **John Marshall**, residing at 1013 Willow Drive, Pittsburgh, PA 15237, and **William Rasile**, residing at 4637 Hidden Pond Drive, Allison Park, PA 15101, all citizens of the United States, (hereinafter referred to as "ASSIGNORS") are the inventors of certain inventions or improvements for **CONTAINER**, for which ASSIGNORS have disclosed and claimed in U.S. Patent Application Serial No. 29/364,630, filed June 25, 2010 for Letters Patent of the United States;

WHEREAS, **H.J. Heinz Company**, having a principal place of business at One PPG Place, Suite 3100, Pittsburgh, PA 15222 (hereinafter called the ASSIGNEE) is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to said application for patent, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States or in any other country;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby freely acknowledged, and intending to be legally bound, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, to said ASSIGNEE, the entire right, title and interest in and to said inventions or improvements and said application and any and all continuations, divisions, and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and its possessions and territories and in all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, the same to be held and enjoyed by said ASSIGNEE, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, sale and transfer not been made.

AND the undersigned ASSIGNORS hereby covenants that they have full right to convey the entire interest herein assigned, and that they have not executed and will not execute any agreement in conflict herewith, and further covenants and agrees that they will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said inventions or improvements, said application and said Letters Patent in said ASSIGNEE, its successors, assigns, nominees, or legal representatives, and agrees to communicate to said ASSIGNEE or to its nominee all known facts respecting said inventions or improvements, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, and reissue applications, to make all rightful oaths, and generally to do everything possible to aid said ASSIGNEE, its successors, assigns, nominees and legal representatives to obtain and enforce for its own benefit proper patent protection for said inventions or improvements in the United States and its possessions and territories and in all other countries;

AND ASSIGNORS hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to issue to said ASSIGNEE, the entire right, title and interest, in and to any and all Letters Patent for said inventions or improvements, including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

IN WITNESS WHEREOF, ASSIGNORS hereunto sets their hand and seal, intending to be legally bound.

Date: 6/1/2010

Craig Caldwell
Craig Caldwell

Date: 6/1/2010

John Marshall
John Marshall

Date: 6/1/2010

William Rasile
William Rasile