

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Product Ventures Limited	08/03/2010
RECEIVING PARTY DATA	
Name:	The Quaker Oats Company
Street Address:	555 West Monroe Street
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60661
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29365200
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	006943.03365
NAME OF SUBMITTER:	Anna Smialek
Total Attachments: 1 source=03365_Product_Ventures_to_Quaker#page1.tif	

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PATENT
REEL: 024905 FRAME: 0226

ASSIGNMENT OF PATENT APPLICATIONS

THIS ASSIGNMENT is made on the 3RD day of AUGUST, 2010, by Product Ventures Limited, having its principal place of business at 55 Walls Drive, Fairfield, CT 06824 USA ("Assignor"), to The Quaker Oats Company, having a place of business at 555 West Monroe Street, Chicago, Illinois 60661 ("Assignee").

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

<u>Design Patent</u> <u>Application No.</u>	<u>Filing Date</u>	<u>Title</u>
29/365,200	July 6, 2010	CONTAINER

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

2. Assignee desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries.

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 said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefore, and all continuations, continuations-in-part, divisions, reissues, extensions, and 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 3RD day of AUGUST, 2010.

PRODUCT VENTURES LIMITED

By: [Signature]
Name: JAVIER VERDUEA
Title: VP DESIGN

State of CONNECTICUT)
) ss:
County of FAIRFIELD)

JAVIER VERDUEA, 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 8/3/2010

[Signature]
Notary Public
My Commission Expires: 1/31/2014