

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<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>Kirk Fujioka</td> <td>09/01/2010</td> </tr> <tr> <td>Chithra P. Panchapakesan</td> <td>09/07/2010</td> </tr> <tr> <td>William Jason Greer</td> <td>09/01/2010</td> </tr> <tr> <td>Bruce Hannant</td> <td>09/06/2010</td> </tr> </tbody> </table>		Name	Execution Date	Kirk Fujioka	09/01/2010	Chithra P. Panchapakesan	09/07/2010	William Jason Greer	09/01/2010	Bruce Hannant	09/06/2010
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>MARS, INCORPORATED</td> </tr> <tr> <td>Street Address:</td> <td>6885 Elm Street</td> </tr> <tr> <td>City:</td> <td>McLean</td> </tr> <tr> <td>State/Country:</td> <td>VIRGINIA</td> </tr> <tr> <td>Postal Code:</td> <td>22101</td> </tr> </table>		Name:	MARS, INCORPORATED	Street Address:	6885 Elm Street	City:	McLean	State/Country:	VIRGINIA	Postal Code:	22101
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (202)857-6395</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 202-857-6000</p> <p>Email: DCIPDocket@arentfox.com</p> <p>Correspondent Name: ARENT FOX LLP</p> <p>Address Line 1: 1050 CONNECTICUT AVENUE, N.W.</p> <p>Address Line 2: SUITE 400</p> <p>Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20036</p>											
ATTORNEY DOCKET NUMBER:	022141.00011.PA.0334										
NAME OF SUBMITTER:	William D. Doyle, Reg. No. 60,429										
Total Attachments: 3											

OP \$40.00 29365515

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**PATENT**  
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**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

**CHOCOLATE BAR**

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

filed on July 9, 2010, Serial No. 29/365,515  
(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).

<u>K. Fujioka</u> (SIGNATURE)	<u>Kirk FUJIOKA</u>	<u>9/1/10</u> (DATE)
<u>Chithra P. Panchapakesan</u> (SIGNATURE)	<u>Chithra P. PANCHAPAKESAN</u>	<u>9/7/2010</u> (DATE)
<u>William Jason Greer</u> (SIGNATURE)	<u>William Jason GREER</u>	<u>                    </u> (DATE)
<u>Bruce Hannant</u> (SIGNATURE)	<u>Bruce HANNANT</u>	<u>                    </u> (DATE)

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 (SIGNATURE)	<u>Bruce HANNANT</u>	<u>6/9/2010</u> (DATE)