

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Dr. Jon A. Higbie Jr.</td> <td>11/12/2010</td> </tr> <tr> <td>Mr. David Quinton Cross</td> <td>11/12/2010</td> </tr> <tr> <td>Ms. Seonah Lee</td> <td>11/12/2010</td> </tr> <tr> <td>Mr. Sean Patrick Lennon</td> <td>11/12/2010</td> </tr> </tbody> </table>		Name	Execution Date	Dr. Jon A. Higbie Jr.	11/12/2010	Mr. David Quinton Cross	11/12/2010	Ms. Seonah Lee	11/12/2010	Mr. Sean Patrick Lennon	11/12/2010
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RECEIVING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Revenue Analytics, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>100 Galleria Parkway, Suite 1500</td> </tr> <tr> <td>City:</td> <td>Atlanta</td> </tr> <tr> <td>State/Country:</td> <td>GEORGIA</td> </tr> <tr> <td>Postal Code:</td> <td>30339</td> </tr> </table>		Name:	Revenue Analytics, Inc.	Street Address:	100 Galleria Parkway, Suite 1500	City:	Atlanta	State/Country:	GEORGIA	Postal Code:	30339
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (404)598-5539</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 4046765539</p> <p>Email: abarbian@na.ko.com</p> <p>Correspondent Name: Andrea Barbian</p> <p>Address Line 1: One Coca-Cola Plaza NW</p> <p>Address Line 4: Atlanta, GEORGIA 30313</p>											
ATTORNEY DOCKET NUMBER:	RC 330155										
NAME OF SUBMITTER:	Andrea Barbian										
<p>Total Attachments: 4</p> <p>source=RC330155_Asgn_RAtoRA#page1.tif</p>											

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PATENT APPLICATION
DOCKET NO.: RC 330155**ASSIGNMENT**

WHEREAS, **Dr. Jon A. Higbie Jr.**, a citizen of the United States of America, residing at 285 Ashland Trail, Tyrone, Georgia 30290, USA; **Mr. David Quinton Cross**, a citizen of the United States of America, residing at 1115 Davis Circle, Atlanta, GA 30318, USA; **Ms. Seonah Lee**, a citizen of the Republic of Korea, residing at 3206 Post Woods Dr. Apt J, Atlanta, GA 30339 USA; and **Mr. Sean Patrick Lennon**, a citizen of the United States of America, residing at 3719 Alpine Drive SE, Smyrna, GA 30082 USA; hereinafter referred to as "INVENTORS"; and **Douglas A. Bippert**, **Sheri Lynn Hutter**, and **Timothy A. Anglea**, hereinafter referred to as "CO-INVENTORS", have invented new and useful or ornamental discoveries and/or improvements in or relating to a

SYSTEM FOR OPTIMIZING DRINK BLENDS

hereinafter referred to as "INVENTION," for which application for Letters Patent in the United States has been filed on November 5, 2010 under USSN 12/940,173, hereinafter referred to as "APPLICATION,"

WHEREAS, **Revenue Analytics, Inc.**, a corporation organized and existing under and by virtue of the laws of the State of Georgia, having an office at 100 Galleria Parkway, Suite 1500, Atlanta, Georgia 30339 USA, hereinafter referred to as "COMPANY," is desirous of acquiring the entire right, title and interest in and to said INVENTION and APPLICATION;

NOW THEREFORE, for and in consideration of a pre-existing obligation of assignment to COMPANY, the sufficiency whereof is hereby acknowledged, INVENTORS have sold, assigned and transferred and do hereby sell, assign and transfer unto COMPANY, its successors and assigns, their entire right, title and interest in and to INVENTION and APPLICATION, including the right to apply for any Letters Patent thereon in the United States of America and in all other countries, including the right to claim the priority of the date of filing of any applications in the United States of America and in all other countries and including all

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DOCKET NO.: RC 330155

continuations, divisionals, extensions, invention registrations, inventors' certificates, petty patents, re-examinations, registrations, reissues, renewals, revalidations, substitutes, utility models and the like corresponding thereto, to the full end of the term or terms of such Letters Patent, the same to be held and enjoyed by COMPANY, its successors and assigns the same as it would have been held and enjoyed by INVENTORS if this assignment and sale had not been made.

And, INVENTORS hereby authorize and request the United States Commissioner of Patents and Trademarks and equivalent official in all other countries to issue all such Letters Patent to COMPANY in accordance with this instrument of assignment.

INVENTORS hereby represent and warrant that there are no rights or interests outstanding with respect to any third party inconsistent with the rights and interests granted herein and that INVENTORS shall not execute any instrument or grant or transfer any rights or interests inconsistent therewith, and that INVENTORS and INVENTORS' heirs, executors, administrators and legal representatives, as the case may be, shall execute and deliver to COMPANY, its successors and assigns, any further documents or instruments, including but not limited to affidavits, declarations, powers of attorney and assignments and do any and all further acts that may be deemed necessary by COMPANY, its successors and assigns, to file and prosecute applications for such Letters Patent in any country where it may elect to file such applications, and that may be necessary to vest in COMPANY, its successors and assigns the title herein conveyed, or intended so to be, and to enable such title to be recorded in the United States of America and in all other countries where any such applications may be filed.

AND, INVENTORS further covenant and agree that INVENTORS and INVENTORS' heirs, executors, administrators and legal representatives, as the case may be, in consideration of the premises shall at any time upon request, communicate to COMPANY, its successors and assigns, all material facts and provide COMPANY with all available documentation thereof in

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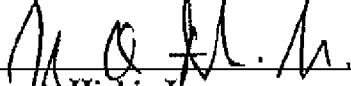
the possession or control of INVENTORS or INVENTORS' heirs, executors, administrators or legal representatives, as the case may be, relating in any way to INVENTION including the history thereof and shall testify as to same in any interference, litigation or any other proceeding in the United States of America including its territorial possessions and in any other country when requested to do so by COMPANY, its successors and assigns.

IN WITNESS WHEREOF, INVENTORS have duly executed this Assignment to be effective on the date executed below.

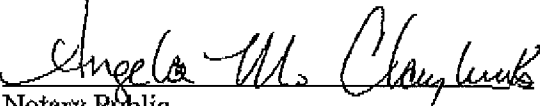
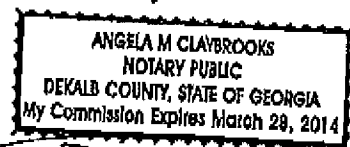
DATE

November 12, 2010

INVENTOR:


Jon A. Higbie Jr.

SUBSCRIBED AND SWORN TO before me, a Notary Public, this 12th day of
November, 2010


Notary Public
My Commission Expires: March 28, 2014

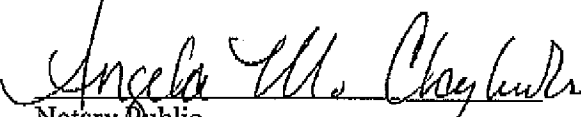
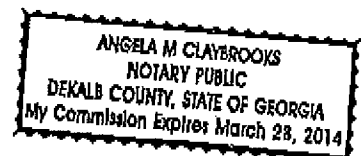
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INVENTOR:


David Quinton Cross

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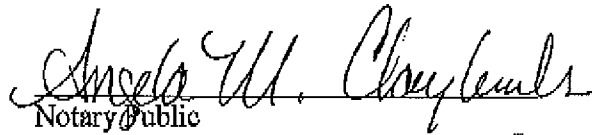
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INVENTOR:



Seonah Lee

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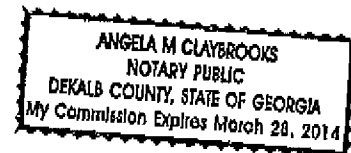
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INVENTOR:



Sean Patrick Lennon

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