

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Mars, Incorporated	12/03/2010
RECEIVING PARTY DATA	
Name:	Mars Drinks UK Limited
Street Address:	3D Dundee Road
City:	Slough, Berkshire
State/Country:	UNITED KINGDOM
Postal Code:	SL1 4LG
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	29261539
Application Number:	29363242
Application Number:	29268428
Application Number:	29268429
CORRESPONDENCE DATA	
Fax Number:	(202)857-6395
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2028576000
Email:	dcipdocket@arentfox.com
Correspondent Name:	Arent Fox LLP
Address Line 1:	1050 Connecticut Avenue, N.W.
Address Line 2:	Suite 400
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-5339
ATTORNEY DOCKET NUMBER:	028881.00006
NAME OF SUBMITTER:	William D. Doyle, Reg. No. 60,429

OP \$160.00 29261539

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**PATENT**  
**REEL: 025459 FRAME: 0840**

Total Attachments: 2

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**PATENT**

**REEL: 025459 FRAME: 0841**

## DESIGN PATENT ASSIGNMENT

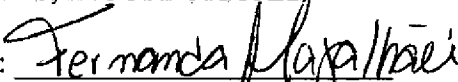
FOR VALUE RECEIVED, Mars, Incorporated, a corporation organized and existing under the laws of the State of Delaware with an address of 6885 Elm Street, McLean, Virginia 22101 (as "Assignor"), hereby assigns, transfers, and conveys to Mars Drinks UK Limited, a private limited company organized and existing under the laws of the United Kingdom with an address of 3D Dundee Road, Slough, Berkshire, SL1 4LG, United Kingdom, its successors, assigns and legal representatives (as "Assignee"), the entire right, title, and interest in and to certain inventions relating to, based on, and described in the U.S. Design Patents and U.S. Design Patent Applications set forth in Exhibit 1 hereto (the "Inventions"), and in and to said registrations, and all divisions, renewals, and continuations thereof, and all Letters Patent of any country or region which may be granted, thereon, and all reissues and extensions thereof, and all applications for a Letters Patent or other grants of protection of proprietary rights including, but not limited to, inventor's certificate, utility model, utility certificate, patent of importation, registration of patent and industrial design registration which may be tiled, and which may be granted, upon said inventions in any countries or regions, and all reissues, renewals and extensions therefore; and we hereby authorize and request all officials of any countries or regions having authority so to do, to issue all such Letters Patent or other grants of protection upon said inventions to the Assignee or to such nominees as it may designate.

AND we authorize and empower the said Assignee or nominees to invoke and claim for any application for such Letters Patent or other grants of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by a convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization.

AND we hereby consent that a copy of this assignment shall be deemed a full and formal equivalent of any assignment, consent to file or like document which may be required in any country or region for any purpose and more particularly in proof of the right of the said Assignee or nominees to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

AND we hereby covenant that we have the full right to convey the entire right, title and interest here in assigned.

MARS, INCORPORATED

By: 

Name: Fernanda Magalhães

Title: Marketing Properties Manager and Assistant  
Secretary

Date: December 3, 2010.

**EXHIBIT 1  
DESIGN PATENTS**

<b><i>Invention</i></b>	<b><i>Title</i></b>	<b><i>Number</i></b>	<b><i>Application Date</i></b>
FLAVIA Beverage Dispenser Design 2006	Beverage Dispenser	29/261,539	June 15, 2006
FLAVIA C200 Coffee Maker Machine Dispenser Design	Beverage Maker	29/363,242	June 7, 2010
FLAVIA FUSION Beverage Brewer Design	Beverage Brewing Machine	29/268,428	November 7, 2006
Jupiter Brewer Design	Beverage Brewing Machine	29/268,429	November 7, 2006