

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

To the Director of the U.S. Patents and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):Kimberlee D. Holtz
Greg Howell
Mark T. AllenAdditional name of conveying party(ies) attached? ☐ Yes ☒ No**3. Nature of conveyance:****Execution Date(s)** Holtz 12/23/10; Howell 1/4/11;
Allen 1/3/11

- ☒ Assignment ☐ Merger
- ☐ Security Agreement ☐ Change of Name
- ☐ Government Interest Assignment
- ☐ Executive Order 9424, Confirmatory License
- ☐ Other _____

2. Name and address of receiving party(ies)Name: Chrysler Group LLC

Internal Address: _____

CIMS 483-02-19Street Address: 800 Chrysler DriveCity: Auburn HillsState: MICountry: USA Zip: 48326-2757Additional Name(s) & address(es) attached? ☐ Yes ☒ No**4. Application number(s) or patent number(s):**☐ This document is being filed together with a new application.

A. Patent Application No.(s)

29/382,772

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No**5. Name and address of party to whom correspondence concerning this document should be mailed:**Name: Ralph E. SmithInternal Address: CIMS 483-02-19Chrysler Group LLCStreet Address: 800 Chrysler DriveCity: Auburn HillsState: MI Zip: 48326-2757Phone Number : (248) 944-6519Fax Number: (248) 944-6537Email Address: mam239@chrysler.com**6. Total number of applications and patents involved: 1****7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40**

- ☐ Authorized to be charged by credit card
- ☒ Authorized to be charged to deposit account
- ☐ Enclosed
- ☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____

Expiration Date _____

b. Deposit Account Number 03-1800Authorized User Name Michelle Madak**9. Signature :**

Signature

Date

1/12/2011

Michelle Madak

Name of Person Signing

Total number of pages including
cover sheet, attachments, and
documents: 3

Attorney Docket No. 708387US2

A S S I G N M E N T

We, Kimberlee D. Holtz of Ortonville, Oakland County, Michigan; Greg Howell of Farmington, Oakland County, Michigan and Mark T. Allen of Oxford, Oakland County, Michigan

have invented a new and useful process, machine, manufacture, composition of matter, or an improvement thereof, entitled:

Bottle Design Tag

for which we have executed an application for Letters Patent of the United States on 12/23/10; 1/4/2011; 1/3/2011

Chrysler Group LLC, a Delaware limited liability company having its principal place of business at Auburn Hills, Michigan, desires to acquire the entire right, title, and interest in the invention and under the Letters Patent, and similar protection to be obtained, worldwide.

In consideration of the payment by Chrysler Group LLC to us of the sum of \$1.00 and other good and valuable consideration, receipt being acknowledged, we sell, assign, and transfer unto Chrysler Group LLC, our full and entire right, title, and interest in the invention worldwide and to any provisional application and all Letters Patent or similar legal protection to be obtained for the invention worldwide by the application or any continuation, division, renewal, substitute, re-examination, reissue, or any legal equivalent, for the full term or terms that may be granted.

We authorize our attorneys, authorized to prosecute said application, to insert the filing date and Serial Number of the application, to wit, Serial No., 29/382,772, filed 1/7/2011. We authorize and request the Commissioner of Patents to issue all Letters Patent of the United States to Chrysler Group LLC.

We warrant that we have the right to sell, assign, and transfer our full and entire right, title, and interest in the invention and that no assignment, sale, agreement, or encumbrance has been or will be made or entered into that will conflict with this sale, assignment, and transfer.

We further agree to communicate to Chrysler Group LLC or its representatives, any facts known to us respecting the invention, testify in any legal proceedings relating to the invention when called upon, and sign all instruments and documents and render such assistance which, in the judgment of Chrysler Group LLC, is necessary to vest in it and protect the legal right, title, and interest assigned in this Assignment.

This Assignment will be binding on our heirs and legal representatives.

Date

2/3/2010

Witness

Frederick D. [Signature]

Kimberlee D. Holtz
Kimberlee D. Holtz

PATENT

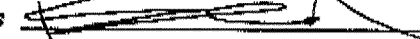
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Attorney Docket No. 708387US2

A S S I G N M E N T

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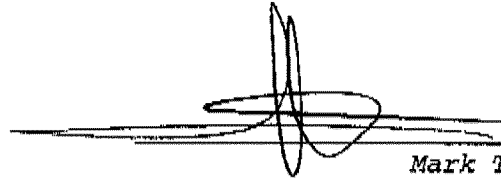
Date 01 09 2011

Witness 


Greg Howell

Date 1-3-11

Witness 


Mark T. Allen