PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

| Name | Execution Date |
|------------------|----------------|
| Masaki HASHIMOTO | 05/13/2011 |

RECEIVING PARTY DATA

| Name: | SUNTORY HOLDINGS LIMITED | |
|-----------------|--|--|
| Street Address: | 1-40, Dojimahama 2-chome, Kita-ku, Osaka-shi | |
| City: | Osaka | |
| State/Country: | JAPAN | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 29385115 |

CORRESPONDENCE DATA

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NAME OF SUBMITTER: Leslie J. Paperner

Total Attachments: 2

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OP \$40.00 2938

PATENT REEL: 026377 FRAME: 0665

ASSIGNMENT

WHEREAS, Masaki HASHIMOTO, a citizen of Japan, whose post office address is c/o SUNTORY MIDORIE LIMITED, 2-3, Motoakasaka 1-chome, Minato-ku, Tokyo 1078631, Japan, hereinafter referred to as the ASSIGNOR, has invented a certain improvement relating to

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for which he has executed an application for Letters Patent for the United States which was filed in the United States Patent and Trademark Office on <u>February 9, 2011</u> and awarded Application No. 29/385115.

AND WHEREAS, SUNTORY HOLDINGS LIMITED, a corporation organized and existing under the laws of Japan, whose post-office address is 1-40, Dojimahama 2-chome, Kita-ku, Osaka-shi, Osaka 5308203, Japan, hereinafter known as the ASSIGNEE, is desirous of acquiring the entire right, title and interest for the United States in and to said invention and application, including any and all divisions and continuations thereof, and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues, reexaminations, and prolongations thereof.

NOW, THIS WITNESSETH that for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt whereof is hereby acknowledged, said ASSIGNOR hereby assigns, sells and transfers to said ASSIGNEE, its assigns and legal representatives, the entire and exclusive right, title and interest in and to said invention and application, for the United States including any and all divisions and continuations thereof, and any and all Letters Patent which may be granted therefor and all rights to sue for past and future infringement thereunder, said ASSIGNEE and its assigns and legal representatives to have, hold, exercise and enjoy the said invention and application, including any and all divisions and continuations thereof, and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues, reexaminations, and prolongations thereof, with all the rights, powers, privileges, and advantages in any ways arising from or pertaining thereto, for and during the term or terms of any and all such Letters Patent when granted, including any and all renewals, reissues, reexaminations, and prolongations thereof, for the use and benefit of said ASSIGNEE and its assigns and legal representatives in as ample and beneficial a manner to all intents and purposes as the said ASSIGNOR might or could have held and enjoyed the same, if this assignment had not been made.

AND said ASSIGNOR hereby agrees to execute all papers necessary to file applications in the United States for said invention and to assign the same to said ASSIGNEE, or any assignee acquiring title to said invention, and to execute any other papers that may be needed in connection with filing said application and securing Letters Patent thereon.

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AND said ASSIGNOR authorizes and requests the Commissioner of Patents to issue Letters Patent on said application, and on any and all divisions and continuations thereof, to said ASSIGNEE, its assigns and legal representatives, in accordance herewith.

IN TESTIMONY WHEREOF, this assignment is executed by said ASSIGNOR(S), on the respective date(s) indicated below.

| First Witness: | |
|-----------------|-----------------------------------|
| (Name) | |
| (Date) | - Charles Idashi nuto |
| Second Witness: | Masaki HASHIMOTO Date May 13,2011 |
| (Name) | |
| (Date) | - |