

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Emir Bingul	01/04/2011
Indrani Deo	01/04/2011
Steven Jersey	01/05/2011
Patrik Lundell	12/06/2010
Thomas R. Hecht	12/28/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PepsiCo, Inc.
<b>Street Address:</b>	700 Anderson Hill Road
<b>City:</b>	Purchase
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10577
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29399831
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)463-5001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	312-463-5000
<b>Email:</b>	designteamchicago@bannerwitcoff.com
<b>Correspondent Name:</b>	Banner & Witcoff, Ltd.
<b>Address Line 1:</b>	Ten South Wacker Drive
<b>Address Line 2:</b>	Suite 3000
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606
<b>ATTORNEY DOCKET NUMBER:</b>	006943.04715
<b>NAME OF SUBMITTER:</b>	Anna Smialek

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**PATENT**  
**REEL: 026776 FRAME: 0274**

**Total Attachments: 7**

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Attorney Docket No.:006943.03438

**ASSIGNMENT**

WHEREAS, We, Emir Bingul, Indrani Deo, Steven Jersey, Patrik Lundell, and Thomas R. Hecht, (ASSIGNORS), are inventors of certain inventions and improvements described in a U.S. design patent application and having the title:

**BEVERAGE DISPENSER TOWER**

which application was filed on September 23, 2010 and assigned Application No. 29/375,546; and

WHEREAS,

PepsiCo, Inc.  
700 Anderson Hill Road, Purchase, New York 10577

(ASSIGNEE) desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

We hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) our entire right, title and interest in and to said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And we covenant that we have full right to convey our entire interest herein assigned, and that we have not executed and will not execute any agreement or do anything in conflict herewith;

And we further covenant and agree that we will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and we agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES;

And we authorize the ASSIGNEE or its NOMINEES to file in our name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and we authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to issue to said ASSIGNEE or its NOMINEES any and all LETTERS PATENT for said application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

And we hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

Attorney Docket No.:006943.03438

Jan 4, 2011  
Date:

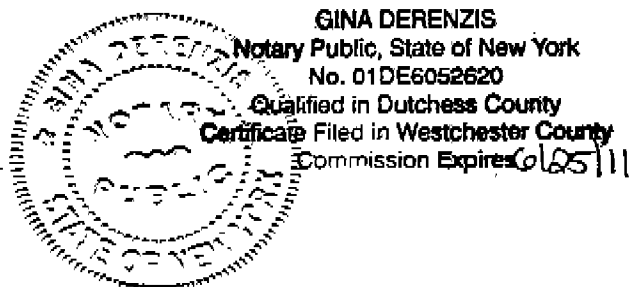
M. Emir Bingul  
Emir Bingul

State of New York }  
County of Westchester } ss:

Emir Bingul, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

Jan 4, 2011  
Date:

Gina DeRenzi  
Notary Public  
My Commission Expires: 6/25/11



\_\_\_\_\_  
Date:

\_\_\_\_\_  
Indrani Deo

State of \_\_\_\_\_ }  
County of \_\_\_\_\_ } ss:

Indrani Deo, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Notary Public  
My Commission Expires:

Attorney Docket No.:006943.03438

Date: \_\_\_\_\_

Emir Bingul

State of \_\_\_\_\_ }  
County of \_\_\_\_\_ } ss:

Emir Bingul, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

Date: \_\_\_\_\_

Notary Public

My Commission Expires:

Date: 1/4/2011

Indrani Deo

State of New York }  
County of Westchester } ss:

Indrani Deo, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

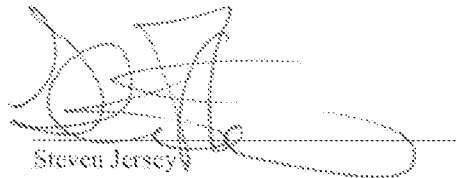
Date: 1/4/2011

Notary Public

My Commission Expires:

CHARLES R. BOYER  
Notary Public, State of New York  
No. 01BO6188837  
Qualified in Westchester County  
Commission Expires May 12, 2012

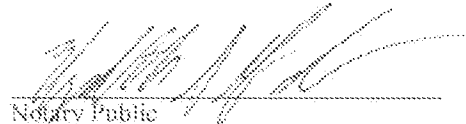
Date: 01-05-2011

  
Steven Jersey

State of \_\_\_\_\_ }  
County of Putnam } ss:

Steven Jersey, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

Date: 1/5/11

  
Notary Public  
My Commission Expires:

ELIZABETH S. GALVIN  
Notary Public - State of New York  
No. 01GA6182754  
Qualified in Putnam County  
My Commission Expires March 3, 2012

Date: \_\_\_\_\_

\_\_\_\_\_  
Patrik Lundell

Date: \_\_\_\_\_

\_\_\_\_\_  
Witness

Attorney Docket No.: 006943.03438

Date: \_\_\_\_\_

Steven Jersey

State of \_\_\_\_\_

County of \_\_\_\_\_ } ss:

Steven Jersey, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

Date: \_\_\_\_\_

Notary Public

My Commission Expires: \_\_\_\_\_


06 DEC 2010

Date: \_\_\_\_\_

  
Patrik Lundell


6/12/2010

Date: \_\_\_\_\_

  
Witness  
DUNCAN RICHMOND.

Attorney Docket No.: 006943.03438

12-29-10  
Date:

  
Thomas R. Hecht

State of \_\_\_\_\_ }  
County of \_\_\_\_\_ } ss:

Thomas R. Hecht, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document.

\_\_\_\_\_  
Date:

see attached  
\_\_\_\_\_  
Notary Public  
My Commission Expires:



**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of SolanoOn 12-28-10

Date

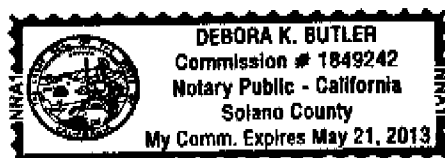
before me,

Deborah K. Butler, notary

Here, Insert Name and Title of the Officer

personally appeared Thomas R. Hecht

Name(s) of Signer(s)



who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal

Signature

Deborah K. Butler

Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**Title or Type of Document: Assignment

Document Date: \_\_\_\_\_

Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_

- ☐ Individual  
☐ Corporate Officer — Title(s): \_\_\_\_\_  
☐ Partner — ☐ Limited ☐ General  
☐ Attorney in Fact  
☐ Trustee  
☐ Guardian or Conservator  
☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

**RIGHT THUMBPRINT  
OF SIGNER**  
 Top of thumb here

Signer's Name: \_\_\_\_\_

- ☐ Individual  
☐ Corporate Officer — Title(s): \_\_\_\_\_  
☐ Partner — ☐ Limited ☐ General  
☐ Attorney in Fact  
☐ Trustee  
☐ Guardian or Conservator  
☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

**RIGHT THUMBPRINT  
OF SIGNER**  
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