

**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>
Antoine Cahen	09/07/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Societe des Produits Nestle S.A.
<b>Street Address:</b>	Avenue Nestle 55
<b>City:</b>	Vevey
<b>State/Country:</b>	SWITZERLAND
<b>Postal Code:</b>	CH-1800
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29397723
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<b>ATTORNEY DOCKET NUMBER:</b>	3715466-00769
<b>NAME OF SUBMITTER:</b>	Robert M. Barrett
<b>Total Attachments: 2</b> source=3715466-00769ass#page1.tif source=3715466-00769ass#page2.tif	

CH \$40.00 29397723

## ASSIGNMENT

WHEREAS, the undersigned, to wit: Antoine Cahen (hereinafter "ASSIGNOR"), is the lawful owner of an invention known as Docket No. 3715466-00769 and entitled: CUP for which a patent application of the United States was filed on July 20, 2011 in the United States Patent and Trademark Office having Application Serial No. 29/397,723.

AND WHEREAS, Societe des Produits Nestlé S.A. (hereinafter "ASSIGNEE"), a corporation duly organized and existing under the laws of Switzerland and having its principal office and place of business at 1800 Vevey, Switzerland, desires to acquire the entire right, title, and interest therein;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR does hereby sell, assign, and transfer, and hereby set over unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest to said invention in the United States of America and all foreign countries, including, without limitation, said invention as described in the aforesaid application, to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by said ASSIGNOR had this assignment and sale not been made, including, without limitation, all rights to the aforesaid application and to any United States Letters Patent therefor, when issued together with all improvements thereon and betterments thereof, all related applications including, but not limited to, divisions, continuations, continuations-in-part, reissues and reexaminations thereof and substitutions of or for said application, and all foreign rights including the right to make application for Letters Patent for said inventions in any and all foreign countries and the right to claim priority as to the filing date under the International Convention on the basis for the aforesaid application for United States Letters Patent; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents to issue all Letters Patent issuing therefrom to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives.

ASSIGNOR hereby agrees to execute any papers, provide any information and testify in any interference or litigation at the request of ASSIGNEE, its successors, assigns and legal representatives, when deemed essential to ASSIGNEE's, its successors', assigns' and legal representatives' full enjoyment, protection, enforcement and title in and to such invention and rights hereby transferred.

ASSIGNOR furthermore agrees upon request of said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, to execute any and all papers desired by said ASSIGNEE, its successors, assigns and legal representatives, for the filing and granting of foreign applications and the perfecting of title thereto in said ASSIGNEE, its successors, assigns and legal representatives.

Signature



Name: Antoine Cahen

Address: Place du Nord 2  
Lausanne Switzerland CH-1005

Date Signed

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Before me personally appeared the person whose name is subscribed to the foregoing instrument, and executed the foregoing instrument in my presence for the purpose contained therein, by signing his/her name hereto.

Signature



Thierry BUCHE

Date Signed

12-09-11