

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
John Behrens	11/01/2011
RECEIVING PARTY DATA	
Name:	PepsiCo, Inc.
Street Address:	700 Anderson Hill Road
City:	Purchase
State/Country:	NEW YORK
Postal Code:	10577
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12335191
CORRESPONDENCE DATA	
Fax Number:	(312)463-5001
Phone:	3124635000
Email:	mburkhart@bannerwitcoff.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	BANNER & WITCOFF, LTD.
Address Line 1:	10 S. Wacker Drive, Suite 3000
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	006943.02434
NAME OF SUBMITTER:	Adrian L. Pishko
Total Attachments: 2 source=00694302434Assignment#page1.tif source=00694302434Assignment#page2.tif	

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PATENT
REEL: 027178 FRAME: 0702

ASSIGNMENT

WHEREAS, I, John BEHRENS, (ASSIGNOR), am the inventor of certain inventions and improvements described in a U.S. patent application and having the title

UNSATURATED ACIDS FOR FADING PROTECTION OF COLORS DERIVED FROM NATURAL SOURCES USED IN BEVERAGE PRODUCTS

which application was filed on December 15, 2008 and assigned Application No. 12/335,191; and

WHEREAS,

PEPSICO, INC.
700 Anderson Hill Road
Purchase, NY 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,

I hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) the 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 I covenant that I have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement or do anything in conflict herewith;

And I further covenant and agree that I 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 I 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 I authorize the ASSIGNEE or its NOMINEES to file in my name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and I 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 I 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.

November 1, 2011
Date:

State of New York)
County of Westchester) ss:

John Behrens
John BEHRENS

John BEHRENS, 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.

November 1, 2011
Date

Charles R. Boyer
Notary Public
My Commission Expires: May 12, 2012

CHARLES R. BOYER
Notary Public, State of New York
No. 01B06186837
Qualified in Westchester County
Commission Expires May 12, 2012

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