

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Stuart Percival</td> <td>11/29/2011</td> </tr> <tr> <td>Charles Brooke</td> <td>11/29/2011</td> </tr> </tbody> </table>		Name	Execution Date	Stuart Percival	11/29/2011	Charles Brooke	11/29/2011						
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Kellogg Company</td> </tr> <tr> <td>Street Address:</td> <td>One Kellogg Square</td> </tr> <tr> <td>Internal Address:</td> <td>P.O. Box 3599</td> </tr> <tr> <td>City:</td> <td>Battle Creek</td> </tr> <tr> <td>State/Country:</td> <td>MICHIGAN</td> </tr> <tr> <td>Postal Code:</td> <td>49016-3599</td> </tr> </table>		Name:	Kellogg Company	Street Address:	One Kellogg Square	Internal Address:	P.O. Box 3599	City:	Battle Creek	State/Country:	MICHIGAN	Postal Code:	49016-3599
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
<p>Fax Number: (248)433-7274 Phone: 248-433-7541 Email: jklobucar@dickinsonwright.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Jeremy J. Klobucar Address Line 1: Dickinson Wright PLLC Address Line 2: 38525 Woodward Ave., Ste. 300 Address Line 4: Troy, MICHIGAN 48084</p>													
ATTORNEY DOCKET NUMBER:	605270-00219												
NAME OF SUBMITTER:	Jeremy J. Klobucar												
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif													

OP \$40.00 13303205

Assignment of Rights, Title and Interest in Invention

Docket No.

605270-00219

This is an assignment of all rights, title and interest in the below designated patent application:

☐ attached hereto.

☒ United States Patent Application Serial No. 13/303,205
filed on November 23, 2011.

☐ International (PCT) Patent Application Serial No. _____

*Title of the Invention***PACKAGING FOR CONSTRAINING A UNIT OF ARTICLES***Inventors (assignors)*

Name	Address
Stuart Percival	17 Thorneyholme Drive, Knutsford, Cheshire, United Kingdom WA16 8BT
Charles Brooke	9 Lisson Grove, Hale, Altrincham, United Kingdom WA15 9AE

Assignee

Name	Address
Kellogg Company	One Kellogg Square PO BOX 3599 Battle Creek, Michigan 49016-3599

Assignment of Rights, Title and Interest in Invention (Multiple Inventors; single assignee)	Docket No. 605270-00219
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Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee;

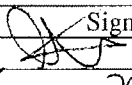

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application(s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent in the United States, and countries foreign thereto, which may be granted or have granted for said Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventor's Signatures

Name	Signature/Date
Stuart Percival	 29 th November 2011
Charles Brooke	 29 th November 2011