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PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Michel Bourguignon	12/13/2011

RECEIVING PARTY DATA

Name:	Societe des Produits Nestle S.A.
Street Address:	Avenue Nestle 50
City:	Vevey
State/Country:	SWITZERLAND
Postal Code:	CH-1800

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29406935

CORRESPONDENCE DATA

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Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

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ATTORNEY DOCKET NUMBER: 3715466-00780

NAME OF SUBMITTER: Robert M. Barrett

Total Attachments: 2

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> PATENT REEL: 027496 FRAME: 0256

CH \$40.00 294

ASSIGNMENT

WHEREAS, the undersigned, to wit: Michel Bourguignon (hereinafter "ASSIGNOR"), is the lawful owner of an invention known as Docket No. <u>3715466-00780</u> and entitled: <u>CUP</u> for which a patent application of the United States was filed on <u>November 21, 2011</u>, in the United States Patent and Trademark Office having Application Serial No. <u>29/406,935</u>

AND WHEREAS, <u>Societe des Produits Nestlé S.A.</u> (hereinafter "ASSIGNEE"), a corporation duly organized and existing under the laws of <u>Switzerland</u> and having its principal office and place of business at <u>1800 Vevey</u>, <u>Switzerland</u>, 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: Michel Bourguignon

Address: 3, Rue du Chateau Lasson, France 14740

Date Signed

DEC 13 than

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

Date Signed