

## 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>Fuseneo, Inc.</td> <td>07/12/2011</td> </tr> <tr> <td>Patrick J. Finlay</td> <td>06/21/2011</td> </tr> <tr> <td>Jennifer Antczak</td> <td>07/13/2011</td> </tr> <tr> <td>Jacinthe Brillet</td> <td>07/25/2011</td> </tr> <tr> <td>Michael Goldenberg</td> <td>07/13/2011</td> </tr> </tbody> </table>		Name	Execution Date	Fuseneo, Inc.	07/12/2011	Patrick J. Finlay	06/21/2011	Jennifer Antczak	07/13/2011	Jacinthe Brillet	07/25/2011	Michael Goldenberg	07/13/2011
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>PepsiCo, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>700 Anderson Hill Road</td> </tr> <tr> <td>City:</td> <td>Purchase</td> </tr> <tr> <td>State/Country:</td> <td>New York</td> </tr> <tr> <td>Postal Code:</td> <td>10577</td> </tr> </table>		Name:	PepsiCo, Inc.	Street Address:	700 Anderson Hill Road	City:	Purchase	State/Country:	New York	Postal Code:	10577		
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PROPERTY NUMBERS Total: 1													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29411645</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29411645								
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Application Number:	29411645												
CORRESPONDENCE DATA													
Fax Number:	(312)463-5001												
Phone:	312-463-5000												
Email:	BWPTOPAT@bannerwitcoff.com, designteamchicago@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:	Ten South Wacker Drive												
Address Line 2:	Suite 3000												
Address Line 4:	Chicago, ILLINOIS 60606												
ATTORNEY DOCKET NUMBER:	006943.05077												

CH \$40.00 29411645

NAME OF SUBMITTER:

Anna Smialek

**Total Attachments: 6**

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# ASSIGNMENT OF PATENT APPLICATIONS

THIS ASSIGNMENT is made on the \_\_\_\_\_ day of \_\_\_\_\_, 2011, by Fuseneo, having its principal place of business at 616 Bayfield Drive, DeKalb, Illinois 60115 ("Assignor"), to PepsiCo, Inc., having a place of business at 700 Anderson Hill Road, Purchase, New York 10577 ("Assignee").

1. Assignor owns rights in certain new and useful improvements concerning the subject matter set forth in the patent applications listed below:

<u>Design Patent Application No.</u>	<u>Filing Date</u>	<u>Title</u>
29/386492	March 1, 2011	BOTTLE

Assignor has full right to convey its entire interest herein assigned and has not executed and will not execute any agreement or do anything in conflict herewith.

2. 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.

3. NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee its 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 therefore, and all continuations, continuations-in-part, divisions, reissues, extensions, and renewals thereof, and all related rights, including all rights and claims for the infringement thereof, the same to be held and enjoyed by Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives, to the end of the term or terms for which any Letters Patents are or may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if the assignment had not been made, together with all claims for damages by reason of past infringement of the Letters Patent, with the right to sue for and collect the same for Assignee's own use and for the use of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the parties have executed this Assignment on the 12 day of July, 2011.

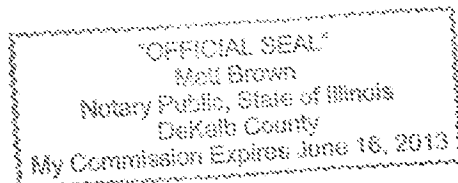
FUSENEO

By: [Signature]  
Name: ORRIN LINDSEY  
Title: PRINCIPAL

State of IL )  
County of DeKalb ) ss:

B. Lindsey, 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.

7/12/11  
Date



[Signature]  
Notary Public  
My Commission Expires: 6/18/13

## ASSIGNMENT

WHEREAS, We, Patrick J. Finlay, Jennifer Antezak, Jacinthe Brillet, and Michael Goldenberg (ASSIGNORS), are inventors of certain inventions and improvements described in a U.S. design patent application and having the title:

### BOTTLE

which application was filed on March 1, 2011 and assigned Application No. 29/386492; 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;

Attorney Docket No.: 006943.03818

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.

June 21, 2011  
Date:

Patrick J. Finlay  
Patrick J. Finlay

State of NY )  
County of Westchester ) ss:

Patrick J. Finlay, 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.

June 21, 2011  
Date:

Jane M. Imbro  
Notary Public

My Commission Expires: **JANE M. IMBRO**  
Notary Public, State of New York  
Qualified in Putnam County  
No. 011M6051534  
Commission Exp December 4, 2014

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

\_\_\_\_\_  
Jennifer Antczak

State of \_\_\_\_\_ )  
County of \_\_\_\_\_ ) ss:

Jennifer Antczak, 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

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

\_\_\_\_\_  
Patrick J. Finlay

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

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

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

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

7/13/2011

\_\_\_\_\_  
Jennifer Antczak

State of NY }  
County of Westchester } ss:

Jennifer Antczak, 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:

7/13/11

\_\_\_\_\_  
Notary Public

My Commission Expires:

JANE M. CLUBRO  
Notary Public, State of New York  
Qualified in Putnam County  
No. 0186061834  
Commission Exp December 4, 2014

07.25.2011  
Date:

J. Brillet  
Jacinthe Brillet

07.25.2011  
Date:

[Signature]  
Witness Signature  
Y. COHEN  
Witness Name

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

\_\_\_\_\_  
Michael Goldenberg

State of \_\_\_\_\_ )  
County of \_\_\_\_\_ ) ss:

Michael Goldenberg, 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:

\_\_\_\_\_  
Jacinthe Brillet


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

Jacinthe Brillet, 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:


7-13-11  
Date:

  
\_\_\_\_\_  
Michael Goldenberg

State of NY }  
County of Westchester } ss:

Michael Goldenberg, 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.

7/13/11  
Date:

  
\_\_\_\_\_  
Notary Public

My Commission Expires:  
**JANE M. MERO**  
**Notary Public, State of New York**  
**Qualified in Putnam County**  
**No. 01M8051834**  
**Commission Exp December 4, 2014**