

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>Dave Tebow</td> <td>02/23/2012</td> </tr> <tr> <td>Mark Allen King</td> <td>02/23/2012</td> </tr> <tr> <td>Marc Barron</td> <td>02/24/2012</td> </tr> </tbody> </table>		Name	Execution Date	Dave Tebow	02/23/2012	Mark Allen King	02/23/2012	Marc Barron	02/24/2012				
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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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CORRESPONDENCE DATA													
<p>Fax Number: (248)433-7274</p> <p>Phone: 248-433-7541</p> <p>Email: cwilliams@dickinsonwright.com</p> <p><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</p> <p>Address Line 1: Dickinson Wright PLLC</p> <p>Address Line 2: 2600 W. Big Beaver Rd., Ste. 300</p> <p>Address Line 4: Troy, MICHIGAN 48084</p>													
ATTORNEY DOCKET NUMBER:	675000-1288												
NAME OF SUBMITTER:	Jeremy J. Klobucar												
<p>Total Attachments: 2</p> <p>source=Assignment#page1.tif</p> <p>source=Assignment#page2.tif</p>													

OP \$40.00 29414821

Assignment of Rights, Title and Interest in Invention

Docket No.

675000-1288

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

☐ attached hereto.☒ United States Patent Application Serial No. 29/414,821,
filed on March 5, 2012.☐ International (PCT) Patent Application Serial No. _____

Title of the Invention

WAFFLE BAR

Inventors (assignors)

Name	Address
Dave Tebow	148 Westchester Way, Battle Creek, MI 49015
Mark Allen King	225 Wahwahtaysee Way, Battle Creek, MI 49015
Marc Barron	3606 Coopers Ct. #16, Kalamazoo, MI 49004

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.

675000-1288

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
Dave Tebow	David Tebow 2/23/2012
Mark Allen King	Mark Allen King 23 FEB 2012
Marc Barron	Marc Barron 2/24/12