

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>David W. Duncan</td> <td>04/05/2012</td> </tr> <tr> <td>Emad Jafa</td> <td>03/19/2012</td> </tr> <tr> <td>RKS Design, Inc.</td> <td>03/20/2012</td> </tr> </tbody> </table>		Name	Execution Date	David W. Duncan	04/05/2012	Emad Jafa	03/19/2012	RKS Design, Inc.	03/20/2012		
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RKS Design, Inc.	03/20/2012										
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											
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Application Number:	29412511										
CORRESPONDENCE DATA											
<p>Fax Number: (312)463-5001 Phone: 312-463-5000 Email: BWPTOPAT@bannerwitcoff.com, designsteamchicago@bannerwitcoff.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: Banner & Witcoff, Ltd. Address Line 1: Ten South Wacker Drive Address Line 2: Suite 3000 Address Line 4: Chicago, ILLINOIS 60606</p>											
ATTORNEY DOCKET NUMBER:	006943.05053										
NAME OF SUBMITTER:	Tara Goodarzi										
Total Attachments: 3 source=5053_AssignRKS#page1.tif source=5053_AssignRKS#page2.tif source=5053_AssignRKS#page3.tif											

CH \$40.00 29412511

ASSIGNMENT

WHEREAS, We, Nouredine Dia Malaeb, Byron C. Lee and Leah L. Thomas, (ASSIGNORS), are inventors of certain inventions and improvements described in a U.S. design patent application and having the title:

COOLER

which application was filed on February 3, 2012 and assigned Application No. 29/412,511; and

WHEREAS,

RKS Design, Inc.
350 Conejo Ridge Avenue, Thousand Oaks, CA 91361

(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, including but not limited to design patents and registrations, 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;

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.

3/20/2012
Date:

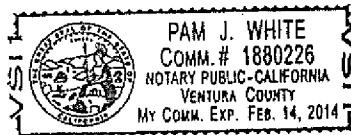
Noureddine Dia Malaeb
Noureddine Dia Malaeb

State of California } ss:
County of Ventura

Noureddine Dia Malaeb, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

3-20-12
Date:

Pam J. White
Notary Public
My Commission Expires: 2-14-14



03/20/12
Date:

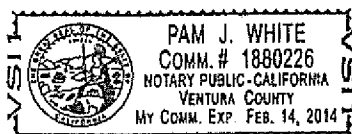
Byron C. Lee
Byron C. Lee

State of California } ss:
County of Ventura

Byron C. Lee, 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 executed this document.

3-20-12
Date:

Pam J. White
Notary Public
My Commission Expires: 2-14-14



3/20/12

Date:



Leah L. Thomas

State of California } ss:
County of Ventura

Leah L. Thomas, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

3-20-12

Date:



Notary Public

My Commission Expires: 2-14-14

