

PATENT ASSIGNMENT

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|------------------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|------------------|----------------|
| Sara Lee/DE B.V. | 05/23/2012 |

RECEIVING PARTY DATA

| | |
|--------------------------|--------------------------------|
| Name: | Koninklijke Douwe Egberts B.V. |
| Street Address: | Oosterdoksstraat 80 |
| Internal Address: | 1011 DK |
| City: | Amsterdam |
| State/Country: | NETHERLANDS |

PROPERTY NUMBERS Total: 16

| Property Type | Number |
|----------------|---------|
| Patent Number: | D562050 |
| Patent Number: | D563712 |
| Patent Number: | D569242 |
| Patent Number: | D530626 |
| Patent Number: | D430804 |
| Patent Number: | D505822 |
| Patent Number: | D490265 |
| Patent Number: | D395972 |
| Patent Number: | D402489 |
| Patent Number: | D400754 |
| Patent Number: | D512595 |
| Patent Number: | D516381 |
| Patent Number: | D531456 |
| Patent Number: | D532308 |
| Patent Number: | D516364 |

OP \$640.00 D562050

Patent Number:

D516865

CORRESPONDENCE DATA

Fax Number: (404)541-3111

Phone: 404-815-6500

Email: landrew@kilpatricktownsend.com

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

Correspondent Name: Kilpatrick Townsend & Stockton LLP

Address Line 1: 1100 Peachtree Street

Address Line 2: Suite 2800

Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:

52172/839787

NAME OF SUBMITTER:

Lesley L. Andrew

Total Attachments: 3

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ASSIGNMENT

WHEREAS, SARA LEE/DE B.V. (hereinafter "ASSIGNEE"), a limited liability company of the Netherlands having an office at Vleutensevaart 100, 3532 AD UTRECHT, Netherlands, has acquired an undivided right, title and interest in and to the design patent application and design patents on the attached schedule (hereinafter, the "Patents"); and

WHEREAS, KONINKLIJKE DOUWE EGBERTS B.V., (hereinafter "ASSIGNOR"), a limited liability company of the Netherlands having an office at Oosterdoksstraat 80, 1011 DK Amsterdam The Netherlands, is desirous of acquiring said undivided right, title and interest in said Patents; and

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration paid by ASSIGNEE, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR agrees to sell, assign, transfer and convey and by these presents does hereby sell, assign, transfer and convey unto ASSIGNEE, undivided right, title and interest in and to said Patents, in and to the inventions therein set forth and in and to any reissues, renewals, divisionals, or continuations thereof, together with all claims for damages by reason of infringement of any patent that is granted or issued upon or claims priority to said patent application and the right to sue for and collect such damages for its own use, the same to be held and enjoyed by ASSIGNEE for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives to the full ends of the terms for which the patents are granted or reissued as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this assignment and sale had not been made.

ASSIGNMENT

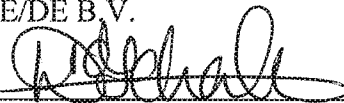
For the same consideration, ASSIGNOR by these presents does sell, assign and transfer to ASSIGNEE the full, exclusive and entire right, title and interest in and to any non-U.S. application or applications corresponding to said Patents, in whole or in part, in countries other than the United States, in and to any patents and similar protective rights granted on said non-U.S. applications, and in and to the right to claim any applicable priority rights arising from or required for said non-U.S. applications under the terms of any applicable conventions, treaties, statutes or regulations; said non-U.S. applications to be filed and issued in the name of ASSIGNEE or its designee insofar as permitted by applicable law; and

For the same consideration, ASSIGNOR, its successors and its assigns further agree with ASSIGNEE hereafter to execute, without further consideration, all applications, amended specifications, deeds or other instruments, and to do all acts necessary or proper, to secure the grant of patents and to record or perfect the right conveyed herein in all countries throughout the world.

IN WITNESS WHEREOF, I have hereunto set my hand this 23 day of

May, 2012.

SARA LEE/DE B.V.

By: 

Printed Name: Dieuwerke van der Schalk

Title: Attorney under Power

Dieuwerke van der Schalk

Attorney under Power

Fondé de Pouvoir

ASSIGNMENT

SCHEDULE

| TITLE | SERIAL NO. / PATENT NO. |
|--------------------------------------|-------------------------|
| BEVERAGE DISPENSER | D562,050 |
| BEVERAGE DISPENSER | D563,712 |
| FOOD PACKAGE | D569,242 |
| FOOD PACKAGE | D530,626 |
| BOTTLE WITH CAP | D430,804 |
| BEVERAGE DISPENSER | D505,822 |
| BEVERAGE DISPENSER | D490,265 |
| COMBINED DISPLAY AND DISPENSING UNIT | D395,972 |
| DISPLAY AND SALES EQUIPMENT | D402,489 |
| COFFEE MAKER | D400,754 |
| WATER DISPENSER AND BOTTLE | D512,595 |
| CUP | D516,381 |
| CUP | D531,456 |
| CONTAINER | D532,308 |
| PITCHER | D516,364 |
| CONTAINER | D516,865 |

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