

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Brandimation LLC	11/20/2012
RECEIVING PARTY DATA	
Name:	Kraft Foods Group Brands LLC
Street Address:	Three Lakes Drive
City:	Northfield
State/Country:	ILLINOIS
Postal Code:	60093
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11510717
CORRESPONDENCE DATA	
Fax Number:	7037399577
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 4:	Alexandria, VIRGINIA 22314
ATTORNEY DOCKET NUMBER:	P08846US00/MP
NAME OF SUBMITTER:	Susan B. Finke
Total Attachments: 2 source=P08846US00-Assignment-Brandimation-LLC-to-Kraft-Foods-Group-Brand-LLC#page1.tif source=P08846US00-Assignment-Brandimation-LLC-to-Kraft-Foods-Group-Brand-LLC#page2.tif	

OP \$40.00 11510717

ASSIGNMENT

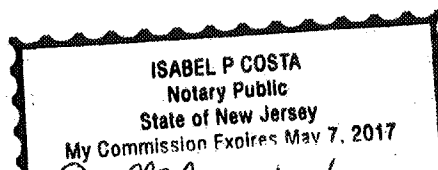
For value received by us, paid by Kraft Foods Group Brands LLC, a Delaware Limited Liability Company having a principal place of business at Three Lakes Drive, Northfield, Illinois 60093, U.S.A. (hereinafter "Kraft"), Brandimation LLC, a Delaware Limited Liability company having a principal place of business at 5 Independence Way, 3rd Floor, Princeton, New Jersey 08540, U.S.A. (hereinafter "Brandimation") hereby grant and assign to Kraft, its successors and assigns, the entire right, title and interest in and to improvements in:

a SNAP RESEALING CLOSURE FOR A CONTAINER and any and all inventions described and/or claimed or intended to be described and/or claimed in our so-entitled application for Letters Patent of the United States, filed on August 28, 2006 and assigned U.S. Application No. 11/510,717; and in and to said application and all other applications including any and all divisional, continuation, continuation-in-part, substitute or reissue applications for Letters Patent on said improvements and said inventions now or hereafter filed in the United States or in any foreign country, and in and to any and all Letters Patent which may be granted on said application or applications.

We hereby authorize and request the Assistant Commissioner for Patents to issue any and all of said Letters Patent to Kraft, its successors or assigns, as our assignee, in accordance with this assignment.

We hereby authorize Kraft to apply for and accept the issuance of any and all Letters Patent on said improvements and said inventions in any foreign country in its own name at its discretion.

We hereby agree that we will, upon demand, and without further consideration to us, execute any other papers and do all acts which may be deemed by said Kraft, its successors or assigns, to be necessary to a complete fulfillment of the intent and



PATENT

REEL: 029336 FRAME: 0153

U.S. Application No. 11/510,717

purpose of this assignment, it being understood that any expense incident to the execution of such papers shall be borne by Kraft, its successors or assigns, and not by us.

Brandimasion LLC

11/20/2012
Date

[Signature]
Robert A. Ziegler
President

STATE OF New Jersey }
COUNTY OF Middlsex } ss.

On this 20 day of November, 2012, before personally appeared Robert A. Ziegler to me known to be the person who executed the foregoing instrument in my presence as his free act and deed for the uses and purposes therein set forth.

[Signature]
Notary Public

SEAL

