

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Landor Associates | 02/19/2013 |
| RECEIVING PARTY DATA | |
| Name: | Kraft Foods Global Brands LLC |
| Street Address: | Three Lakes Drive |
| City: | Northfield |
| State/Country: | ILLINOIS |
| Postal Code: | 60093 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29446326 |
| CORRESPONDENCE DATA | |
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| ATTORNEY DOCKET NUMBER: | 037701-0150 |
| NAME OF SUBMITTER: | John M. Lazarus |
| Total Attachments: 3 source=037701_0150_Landor_Kraft#page1.tif source=037701_0150_Landor_Kraft#page2.tif source=037701_0150_Landor_Kraft#page3.tif | |

OP \$40.00 29446326

PATENT ASSIGNMENT

WHEREAS, **Landor Associates**, a corporation having a place of business at 233 N. Michigan Avenue #1600, Chicago, Illinois (hereinafter referred to as "ASSIGNOR") has certain rights in an invention entitled **PACKAGE FOR FOOD PRODUCT** (Attorney Docket No. 037701-0150) for which an application for United States Letters Patent naming Paul F. Diehl, Graham C. Hufton, Aaron P. Burghard and Strom R. Strandell is filed herewith.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the ASSIGNOR has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

Kraft Foods Global Brands LLC
Three Lakes Drive
Northfield, Illinois 60093

(hereinafter ASSIGNEE) its successors and assigns, the ASSIGNOR'S full and exclusive right, title and interest for the United States, its territories and possessions, and all foreign countries in and to this invention relating to a

PACKAGE FOR FOOD PRODUCT

as well as in and to (a) all improvements and modifications of the above-identified invention or inventions, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the International Convention and any other international agreement to which the United States adheres; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES ASSIGNEE to file patent applications in any or all countries on the above-identified invention or inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable under the International Convention or otherwise.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

ASSIGNOR HEREBY REPRESENTS AND WARRANTS that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that ASSIGNOR has not executed and will not execute any document or instrument in conflict herewith.

ASSIGNOR HEREBY GRANTS to the law firm of **Foley & Lardner LLP** the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of **Foley & Lardner LLP** do not personally represent ASSIGNOR OR ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

Executed on February 19, 2013
Date

Landor Associates

By: Matt Friedersdorf

Name: Matt Friedersdorf

Title: Finance Director

Name and Signature of Witnesses

Name: Mike Bowman Signature: MB Date: 2/19/13

Name: Jenny Evans Signature: Jenny Evans Date: 2.19/13