

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>Bruce HANNANT</td> <td>03/17/2011</td> </tr> <tr> <td>Tom OLIVER</td> <td>03/17/2011</td> </tr> <tr> <td>Chris WESTON</td> <td>02/17/2011</td> </tr> </tbody> </table>		Name	Execution Date	Bruce HANNANT	03/17/2011	Tom OLIVER	03/17/2011	Chris WESTON	02/17/2011		
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<table border="1"> <tr> <td>Name:</td> <td>MARS, INCORPORATED</td> </tr> <tr> <td>Street Address:</td> <td>6885 Elm Street</td> </tr> <tr> <td>City:</td> <td>McLean</td> </tr> <tr> <td>State/Country:</td> <td>VIRGINIA</td> </tr> <tr> <td>Postal Code:</td> <td>22101</td> </tr> </table>		Name:	MARS, INCORPORATED	Street Address:	6885 Elm Street	City:	McLean	State/Country:	VIRGINIA	Postal Code:	22101
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CORRESPONDENCE DATA											
Fax Number: 202-638-48 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 202-857-6000 Email: dcipdocket@arentfox.com Correspondent Name: ARENT FOX LLP Address Line 1: 1717 K Street, NW Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20036-5342											
NAME OF SUBMITTER:	Trupti Joshi, Reg. No. 69719										
Total Attachments: 2 source=PAT.0371_Assignment#page1.tif source=PAT.0371_Assignment#page2.tif											

OP \$40.00 29438058

ARENT FOX LLP

Attorney Docket No. 022141.00011.PA.0342

WORLDWIDE ASSIGNMENT

IN CONSIDERATION of the sum of One Dollar (\$1.00), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter ASSIGNOR) by

Mars, Incorporated
6885 Elm Street
McLean, VA 22101

(hereinafter ASSIGNEE), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest, including the right to sue for past infringement, if any, and all rights pursuant to 35 U.S.C. §154, to the invention entitled

PACKAGING

for which application for Letters Patent of the United States was executed on even date herewith unless otherwise indicated below.

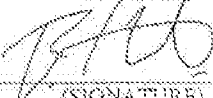
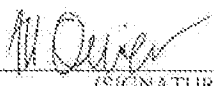
filed on January 27, 2011, Serial No. 29/384,189
(Arent Fox LLP is hereby authorized to insert the series code, serial number and/or filing date hereon, when known)

and all Letters Patent of the United States and its territorial possessions and in any and all foreign countries to be obtained therefor on said application or any continuation, division, renewal, substitute, reissue or reexamination thereof, and any other application claiming priority thereto, for the full term or terms for which the same may be granted.

The ASSIGNOR agrees to execute all papers necessary in connection with application and any continuing, divisional, reissue or reexamination applications thereof, and any other applications claiming priority thereto, and also to execute separate assignments in connection with such applications as the ASSIGNEE may deem necessary or expedient.

The ASSIGNOR agrees to execute all papers necessary in connection with any interference, litigation, or other legal proceeding which may be declared concerning this application or any continuation, division, reissue or reexamination thereof or Letters Patent or reissue patent issued thereon, and any other applications claiming priority thereto, and to cooperate with the ASSIGNEE in every way possible in obtaining and producing evidence and proceeding with such interference, litigation, or other legal proceeding.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).

 (SIGNATURE)	Bruce HANNANT	17/3/11 (DATE)
 (SIGNATURE)	Tom OLIVER	17/03/11 (DATE)
 (SIGNATURE)	Chris WESTON	 (DATE)
 (SIGNATURE)		 (DATE)

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_____ (SIGNATURE)	<u>Tom OLIVER</u>	_____ (DATE)
 (SIGNATURE)	<u>Chris WESTON</u>	<u>17.02.11</u> (DATE)
_____ (SIGNATURE)	_____	_____ (DATE)