

PATENT ASSIGNMENT COVER SHEET

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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>MARTIN EDUARDO BROEN</td> <td>12/10/2013</td> </tr> <tr> <td>STEPHEN LIM</td> <td>12/19/2013</td> </tr> <tr> <td>DESIGN GROUP ITALIA I.D. SRL</td> <td>12/06/2013</td> </tr> </tbody> </table>		Name	Execution Date	MARTIN EDUARDO BROEN	12/10/2013	STEPHEN LIM	12/19/2013	DESIGN GROUP ITALIA I.D. SRL	12/06/2013
Name	Execution Date								
MARTIN EDUARDO BROEN	12/10/2013								
STEPHEN LIM	12/19/2013								
DESIGN GROUP ITALIA I.D. SRL	12/06/2013								
RECEIVING PARTY DATA									
Name:	PepsiCo, Inc.								
Street Address:	700 Anderson Hill Road								
City:	Purchase								
State/Country:	New York								
Postal Code:	10577								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29453962</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29453962				
Property Type	Number								
Application Number:	29453962								
CORRESPONDENCE DATA									
Fax Number:	(312)463-5001								
Phone:	312-463-5000								
Email:	BWPTOPAT@bannerwitcoff.com, designsteamchicago@bannerwitcoff.com								
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Correspondent Name:	BANNER & WITCOFF, LTD.								
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Address Line 2:	SUITE 3000								
Address Line 4:	CHICAGO, ILLINOIS 60606								
ATTORNEY DOCKET NUMBER:	006943.05795								
NAME OF SUBMITTER:	MIHAJLO GASIC								
Signature:	/Mihajlo Gasic/								

PATENT

Date:

01/15/2014

Total Attachments: 5

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ASSIGNMENT

WHEREAS, We, Martin Eduardo Broen and Stephen Lim, ("ASSIGNORS"), are inventors of certain inventions and improvements described in a U.S. design patent application and having the title:

DISPENSER

which application was filed on May 3, 2013 and thereafter received USPTO Serial Number 29/453,962; and

WHEREAS,

PepsiCo, Inc.
700 Anderson Hill Road
Purchase, NY 10577

(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).

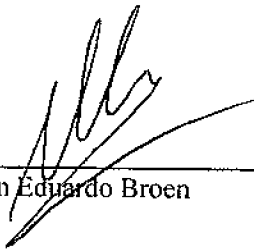
And we covenant that we have full right to convey our entire interest herein assigned, and that we have not executed and will not execute any agreement or do anything in conflict herewith;

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;

We, as ASSIGNORS, agree that our entire right, title and interest was assigned to the ASSIGNEE effective as of the 30th of October, 2013.

12 / 10 / 2013
Date:



Martin Eduardo Broen

State of)
)
County of)

Martin Eduardo Broen, 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/she executed this document.

Date:

Notary Public
My Commission Expires:

Date:

Stephen Lim

State of)
)
County of)

Stephen Lim, 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/she executed this document.

Date:

Notary Public
My Commission Expires:

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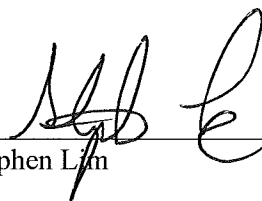
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Date:

Notary Public
My Commission Expires:

ASSIGNMENT OF PATENT APPLICATION

THIS ASSIGNMENT is made effective as of the 30th day of October, 2013, by Design Group Italia I.D. Srl, having its principal place of business at Via Aleardo Aleardi, 12, 20154 Milan, Italy ("Assignor"), to PepsiCo, Inc., having a place of business at 700 Anderson Hill Road, Purchase, New York 10577 ("Assignee").

1. Assignor owns rights in certain new and useful improvements concerning the subject matter set forth in the patent application listed below:

<u>Design Patent Application No.</u>	<u>Filing Date</u>	<u>Title</u>
29/453,962	May 3, 2013	DISPENSER

Assignor has full right to convey its entire interest herein assigned and has not executed and will not execute any agreement or do anything in conflict herewith.

2. 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.

3. NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee its 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 therefore, and all continuations, continuations-in-part, divisions, reissues, extensions, and renewals thereof, and all related rights, including all rights and claims for the infringement thereof, the same to be held and enjoyed by Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives, to the end of the term or terms for which any Letters Patents are or may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if the assignment had not been made, together with all claims for damages by reason of past infringement of the Letters Patent, with the right to sue for and collect the same for Assignee's own use and for the use of its successors, assigns, or other legal representatives.

4. And Assignor further covenants and agrees that Assignor 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 Assignor agrees 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;

5. And Assignor authorizes the ASSIGNEE or its NOMINEES to file in ASSIGNOR'S name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and authorizes and requests 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;

IN WITNESS WHEREOF, the undersigned has caused his/her name to be subscribed hereto as authorized by Assignor in execution of this Assignment.

DESIGN GROUP ITALIA I.D. SRL

Signature: *E. Angelini*
Name: EDGARDO ANGELINI
Title: MANAGING DIRECTOR
Date: 6/12/2013

06/12/2013
Date:

Pietro Paolo Rovida
Witness Signature
PIETRO PAOLO ROVIDA
Witness Name