

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2697443

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>MASSIMO F. D'AMORE</td> <td>01/21/2014</td> </tr> <tr> <td>MIKEL DURHAM</td> <td>12/20/2013</td> </tr> <tr> <td>CHRISTINE J. SISLER</td> <td>01/17/2014</td> </tr> <tr> <td>STEPHEN LIM</td> <td>12/19/2013</td> </tr> <tr> <td>KATRINA PALESKI</td> <td>12/02/2013</td> </tr> <tr> <td>JOHN W. VAIL</td> <td>01/13/2014</td> </tr> <tr> <td>ANA MARIA IRAZABAL</td> <td>01/20/2014</td> </tr> <tr> <td>MARGERY A. SCHELLING</td> <td>12/12/2013</td> </tr> <tr> <td>FIRSTBORN MULTIMEDIA CORP.</td> <td>12/05/2013</td> </tr> </tbody> </table>		Name	Execution Date	MASSIMO F. D'AMORE	01/21/2014	MIKEL DURHAM	12/20/2013	CHRISTINE J. SISLER	01/17/2014	STEPHEN LIM	12/19/2013	KATRINA PALESKI	12/02/2013	JOHN W. VAIL	01/13/2014	ANA MARIA IRAZABAL	01/20/2014	MARGERY A. SCHELLING	12/12/2013	FIRSTBORN MULTIMEDIA CORP.	12/05/2013
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<table border="1"> <tr> <td>Name:</td> <td>PepsiCo, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>700 Anderson Hill Road</td> </tr> <tr> <td>City:</td> <td>Purchase</td> </tr> <tr> <td>State/Country:</td> <td>New York</td> </tr> <tr> <td>Postal Code:</td> <td>10577</td> </tr> </table>		Name:	PepsiCo, Inc.	Street Address:	700 Anderson Hill Road	City:	Purchase	State/Country:	New York	Postal Code:	10577										
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Application Number:	29446543																				
CORRESPONDENCE DATA																					
Fax Number:	(312)463-5001																				
Phone:	312-463-5000																				
Email:	BWPTOPAT@bannerwitcoff.com, designteamchicago@bannerwitcoff.com																				
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>																					
Correspondent Name:	BANNER & WITCOFF, LTD.																				
Address Line 1:	TEN SOUTH WACKER DRIVE																				

Address Line 2:	SUITE 3000
Address Line 4:	CHICAGO, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	006943.05740
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NAME OF SUBMITTER:	MIHAJLO GASIC
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Signature:	/Mihajlo Gasic/
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Date:	01/24/2014
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Total Attachments: 11

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ASSIGNMENT

WHEREAS, We, Massimo F. d'Amore, Mikel Durham, Christine J. Sisler, Stephen Lim, Katrina Paleski, John W. Vail, Ana Maria Irazabal and Margery A. Schelling, (ASSIGNORS), are inventors of certain inventions and improvements described in a U.S. design patent application and having the title:

DISPLAY SCREEN WITH GRAPHICAL USER INTERFACE

which application was filed on February 25, 2013 and assigned Application No. 29/446,543; 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;

And we hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

Jan 21, 2014
Date:

[Signature]
Massimo F. d'Amore

Jan 21, 2014
Date:

[Signature]
Witness Signature
DIANA E. BIANCHI
Witness Name

Date:

Mikel Durham

State of)
)
County of)

Mikel Durham, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

Date:

Notary Public
My Commission Expires:

And we hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

Date:

Massimo F. d'Amore

State of _____)
County of _____)

Massimo F. d'Amore, 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 executed this document.

Date:

Notary Public

My Commission Expires:

12.12.13
Date:

Mikel Durham
Mikel Durham

State of New York)
County of Westchester)

Mikel Durham, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

Dec. 20, 2013
Date:

Christine Thorn
Notary Public

My Commission Expires
CHRISTINE THORN
Notary Public, State of New York
NO. 01TH6052990
Qualified in WESTCHESTER COUNTY
My Commission Expires 01/02/2015

1/17/2014
Date:

Christine J. Sisler
Christine J. Sisler

State of New York,
County of Westchester

Christine J. Sisler, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

1/17/2014
Date:

Brenda South
Notary Public
My Commission Expires: 11/30/2014

BRENDA SOUTH
NOTARY PUBLIC-STATE OF NEW YORK
No. 01SQ4820074
Qualified in Dutchess County
My Commission Expires November 30, 2014

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 executed this document.

Date:

Notary Public
My Commission Expires:

Date:

Christine J. Sisler

State of)
)
County of)

Christine J. Sisler, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

Date:

Notary Public

My Commission Expires:

Date:

12/19/2013

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 executed this document.

Date:

Notary Public

My Commission Expires:

12/2/13

Date:

Katrina Paleski

Katrina Paleski

State of New York

County of Westchester

Katrina Paleski, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

12/2/13

Date:

Tonimarie Spahr
Notary Public

My Commission Expires: July 24, 2014

Tonimarie Spahr
Notary Public, State of New York
No. 01SP6150381
Qualified in Westchester County
Commission Expires: July 24, 2014

Date:

John W. Vail

State of)
County of)

John W. Vail, 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 executed this document.

Date:

Notary Public

My Commission Expires:

Date:

Katrina Paleski

State of)
)
County of)

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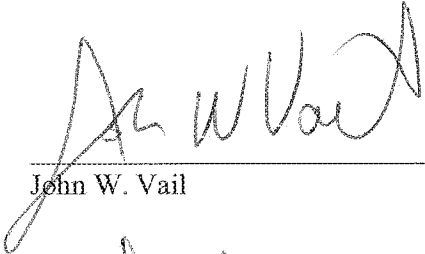
Date:

Notary Public

My Commission Expires:

1/13/14

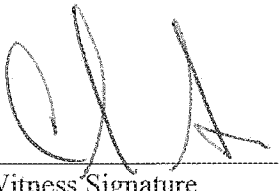
Date:



John W. Vail

1/13/14

Date:



Witness Signature

Chris Green

Witness Name

01/20/2014

Date:

Ana Maria Irazabal

State of)
County of)

Ana Maria Irazabal, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

Date:

Notary Public

My Commission Expires:

Date:

Margery A. Schelling

State of)
County of)

Margery A. Schelling, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that she executed this document.

Date:

Notary Public

My Commission Expires:

Date:

Ana Maria Irazabal

State of)
County of)

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Date:

Notary Public
My Commission Expires:

12/12/13
Date:

Margery Schelling
Margery A. Schelling

State of New York)
County of Westchester)

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12/12/13
Date:

Brenda South
Notary Public
My Commission Expires: 11/30/14

BRENDA SOUTH
NOTARY PUBLIC-STATE OF NEW YORK
No. 01504820074
Qualified in Dutchess County
My Commission Expires November 30, 2014

ASSIGNMENT OF PATENT APPLICATION

THIS ASSIGNMENT is made on the 5th day of December, 2013, by Firstborn Multimedia Corp., having its principal place of business at 32 Avenue of the Americas, 5th Floor, New York, NY 10013 ("Assignor"), to PepsiCo, Inc., having a place of business at 700 Anderson Hill Road, Purchase, NY 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>
29/446,543	February 25, 2013	DISPLAY SCREEN WITH GRAPHICAL USER INTERFACE

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 parties have executed this Assignment on the 5th day of December, 2013.

FIRSTBORN MULTIMEDIA CORP.

Signature: [Signature]

Name: Cristina Cho

Title: Senior Vice President

State of New York

County of New York

Cristina Cho, 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.

5 December 2013
Date

[Signature]
Notary Public

My Commission Expires: 10/15/2016

ROBERT ANGELO ARCADIPANE
NOTARY PUBLIC, STATE OF NEW YORK
Registration No. 01AR6270373
Qualified in New York County
Commission Expires October 15, 2016