

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2935456

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
LEE ARTERS	07/02/2014
RECEIVING PARTY DATA	
Name:	LANDOR ASSOCIATES NEW YORK, A DIVISION OF YOUNG & RUBICAM INC.
Street Address:	230 PARK AVENUE SOUTH
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10003
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29471116
CORRESPONDENCE DATA	
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
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ATTORNEY DOCKET NUMBER:	P242310.US.01
NAME OF SUBMITTER:	LEJLA NYCUM-DUVNIAK
SIGNATURE:	/Lejla Nycum-Duvnjak/
DATE SIGNED:	07/11/2014
Total Attachments: 3	
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ASSIGNMENT

PARTIES TO THE ASSIGNMENT:

Assignor(s):

Lee Arters
420 West 25th Street 5F
New York, New York 10001
United States

Assignee:

Landor Associates New York, a Division of Young & Rubicam Inc.
230 Park Avenue South
New York, New York 10003

DESIGN APPLICATION SUBJECT TO THE ASSIGNMENT:

Serial Number.....29/471,116
Filing Date..... 28 October 2013
Attorney Docket No. P242310.US.01
Title: Asymmetrically-Shaped Bottle

WHEREAS, the Assignor identified above has made a certain new, original, and ornamental design disclosed and described in the attached U.S. Design Patent Application identified by the title application number, filing date, and attorney docket number indicated above (the "Design"); and

WHEREAS, Assignor desires to assign any and all right, title and interest to said Design, and any continuation, continuation-in-part, divisional, international, foreign, regional and convention applications corresponding thereto, and any and all design registrations and Design Letters Patent of the United States, and countries and regions foreign thereto which may grant or have granted thereto or be lodged in relation thereto, any reissue or reexamination thereof or to be obtained therefor, any renewals, or substitutes thereof, and any and all priority rights or priority claims, International Convention rights, any and all rights to collect past damages for infringement of any and all design registrations and Letters Patent of the United States, and countries and regions foreign thereto which may be published, which may grant, or have granted thereto or be lodged in relation thereto, and other benefits accruing to or to accrue to Assignor with respect to the filing of applications for patents or securing of patents in the United States, and countries foreign thereto (the "Patent Rights"); and

WHEREAS, the Assignee, a corporation organized and existing under the laws of the State indicated above, and having its principal place of business at the address indicated above, desires to acquire any and all, right, title, and interest of Assignor in and to the design(s), the Design, the Patent Rights, and in, to, and under any and all design registrations and Design Letters Patent to be obtained therefor.

NOW THEREFORE, for the sum of \$1.00 and other good and valuable consideration to Assignor in hand paid, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, and transferred and by these presents does hereby sell, assign and transfer

to said Assignee, and said Assignee's legal representatives, successors and assigns, any and all of the entire right, title and interest in and to the Design, Patent Rights, and any and all design registrations and Design Letters Patent to be obtained therefor;

UPON SAID CONSIDERATION, the Assignor hereby covenants and agrees with the said Assignee that it will not execute any writing or do any act whatsoever conflicting with these presents, and that it will, at any time upon request, without further or additional consideration, but at the expense of the said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, continuations, continuations-in-part, continuing prosecutions, divisionals, renewals, reissues, reexamined or extended design registrations and Letters Patent of the United States, or of any and all countries foreign thereto, on said Design and Patent Rights, and execute confirmatory assignments or acknowledgments of this assignment as necessary for full enjoyment of the Design and Patent Rights and for recording in foreign patent offices, and in enforcing any rights or choses in action accruing as a result of such Design and Patent Rights, by giving testimony in any proceedings or transactions involving such Design and Patent Rights, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of both parties;

UPON SAID CONSIDERATION, Assignor represents and warrants that Assignor has the right, title, and authority to execute this Assignment and to convey any and all right, title, and interest in the Design and Patent Rights, and that Assignor has not conveyed nor will convey hereafter all or part of the Design and Patent Rights to a third party;

ASSIGNOR HEREBY AUTHORIZES said Assignee, its successors, and assigns, or anyone it may properly designate, to apply for design registrations and Letters Patent in the United States, and any and all foreign countries and regions, in its own name if desired, and additionally to claim priority to the filing date of any design application or registration and otherwise take advantage of the provisions of any international conventions.

This Assignment may be executed in two or more counterparts and by facsimile, all of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

The effective date of this Assignment is 28 October 2013.

Date: July 2, 2014

By: Lee Arters
Lee Arters

ACCEPTANCE OF ASSIGNMENT

The Assignee hereby acknowledges and accepts the foregoing assignment of rights by Assignor.

IN TESTIMONY WHEREOF, the Assignee, by its undersigned officer, confirms its acceptance of the Assignment as of the effective date of 28 October 2013.

Landor Associates New York, a Division of Young & Rubicam Inc.

Date: July 2, 2014

By: Kevin Smith
Name: KEVIN SMITH
Title: FINANCE DIRECTOR