

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
WINSTON WANG	05/01/2014
RECEIVING PARTY DATA	
Name:	ANHEUSER-BUSCH INBEV
Street Address:	250 PARK AVENUE
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10177
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14459185
CORRESPONDENCE DATA	
Fax Number:	(303)473-2720
<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>	
Phone:	303-473-2700
Email:	cestump@hollandhart.com
Correspondent Name:	PAUL M. SCHRAMM
Address Line 1:	1800 BROADWAY
Address Line 2:	SUITE 300
Address Line 4:	BOULDER, COLORADO 80302
ATTORNEY DOCKET NUMBER:	P008.01.01 (79834.0034)
NAME OF SUBMITTER:	PAUL M. SCHRAMM
SIGNATURE:	/Paul M. Schramm/
DATE SIGNED:	08/14/2014
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 3	
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**DECLARATION FOR UTILITY OR DESIGN APPLICATION
USING AN APPLICATION DATA SHEET
and
ASSIGNMENT**

I, Winston Wang, as the sole inventor, hereby declare that this declaration is directed to:

Title of Invention: LIVE EVENT AUGMENTATION USING AN
INTELLIGENT BEVERAGE CONTAINER

Filing Date: August 21, 2013

Application No.: 13/972,681

and to the below-identified provisional patent applications from which the above-identified application claims priority:

Title of Invention: BEVERAGE CONTAINER WITH INTEGRATED
ELECTRONIC DISPLAY

Filing Date: August 21, 2012

Application No.: 61/691,609

Title of Invention: BEVERAGE CONTAINER WITH DYNAMIC LABEL

Filing Date: August 21, 2012

Application No.: 61/691,617

Title of Invention: STATE-BASED CONTAINER MANAGEMENT

Filing Date: August 21, 2012

Application No.: 61/691,618

Title of Invention: SOCIAL ACTIVITIES USING INTELLIGENT BEVERAGE
CONTAINERS

Filing Date: August 21, 2012

Application No.: 61/691,622

Title of Invention: CENTRALLY COORDINATED SOCIAL ACTIVITIES USING INTELLIGENT BEVERAGE CONTAINERS

Filing Date: August 21, 2012

Application No.: 61/691,627

Title of Invention: ACCOUNT-BASED MANAGEMENT OF INTELLIGENT BEVERAGE CONTAINERS

Filing Date: August 21, 2012

Application No.: 61/691,630

The above-identified applications (the "Applications") were made or authorized to be made by me.

I believe that I am the original sole inventor of a claimed invention in the Applications.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WHEREAS, Winston Wang, having a mailing address located at 200 Brannan Street, Apartment 210, San Francisco, California, 94107, residing at San Francisco, California, hereinafter referred to as "Assignor," is the inventor described and set forth in the above-identified application.

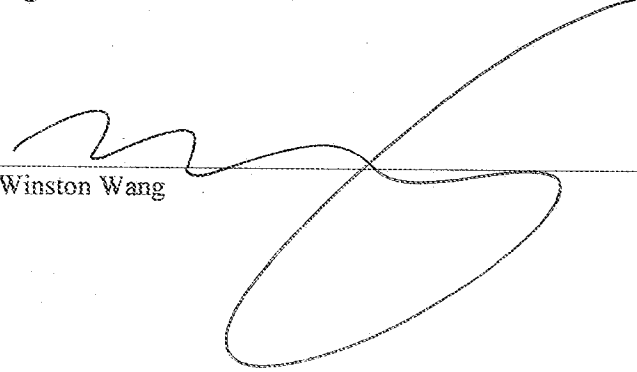
WHEREAS, Anheuser-Busch InBev, located at 250 Park Avenue, New York, NY 10177, hereinafter referred to as "Assignee," is desirous of acquiring an interest in the invention and Applications listed above and in any U.S. Letters Patent and Registrations which may be granted on any patent application claiming priority from the same.

For good and valuable consideration, receipt of which is hereby acknowledged by Assignor, Assignor has assigned, and by these presents does assign to Assignee all right, title and interest in and to the invention, the above-identified Applications and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on any patent application claiming priority from the same in the United States and all countries throughout the world, and to claim the priority from the Application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignor further agrees that Assignor will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignor has signed his name on the date indicated.

Dated: 5.1.2014


Winston Wang