502978363 09/16/2014

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
COMPETITIVE INNOVATION LLC	04/29/2014

RECEIVING PARTY DATA

Name:	INTERCONTINENTAL GREAT BRANDS LLC
Street Address:	100 DEFOREST AVE
City:	EAST HANOVER
State/Country:	NEW JERSEY
Postal Code:	07936

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29467139

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	CDS0568US
NAME OF SUBMITTER:	DANIEL R. GIBSON
SIGNATURE:	/Daniel R. Gibson/
DATE SIGNED:	09/16/2014

Total Attachments: 2 source=7A20706#page1.tif source=7A20706#page2.tif

PATENT 502978363 REEL: 033751 FRAME: 0597

ASSIGNMENT

WHEREAS, COMPETITIVE INNOVATION LLC, a limited liability company established in the State of Delaware, USA, with an office at Rose Tree Corporate Center 1, Suite 105, 1400 North Providence Road, Media, PA 19063, USA (hereinafter referred to as "ASSIGNOR") is the owner of the entire right, title and interest in the following invention and United States patent application (hereinafter referred to as the "INVENTION" and "APPLICATION," respectively):

CONFECTION

this invention being further identified by Attorney Docket Number CDS0568US, U. S. Design Application Serial No. 29/467,139 filed September 16, 2013;

WHEREAS, INTERCONTINENTAL GREAT BRANDS LLC, a limited liability company established in the State of Delaware, USA, with an office at 100 Deforest Ave, East Hanover, New Jersey 07936; is desirous of acquiring an interest in any and all countries, in and to the INVENTION, the APPLICATIONS, and any and all Patents to be obtained therefor;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, I, the ASSIGNOR, have assigned and transferred, and hereby assigns and transfers unto ASSIGNEE, the entire right, title and interest in and to the INVENTION, the APPLICATIONS, and any and all Patents that may be issued therefrom, in any and all countries, including any and all revivals, refilings, continuations, continuations-in-part, divisions and reissues thereof, to ASSIGNEE; and I do hereby agree that I will execute all papers necessary in connection with any and all patent applications when called upon to do so by ASSIGNEE, its successors or assigns, and that I will, at the cost and expense of

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PATENT REEL: 033751 FRAME: 0598 ASSIGNEE, fully assist and cooperate in all matters in connection with any and all patent applications and Patents issuing thereon.

The undersigned declares that all statements made herein of his or her own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the APPLICATION or any Patents issuing therefrom.

COMPETITIVE INNOVATION LLC

y: (cianotura)

Name: Simon R. Gainey

Title: Owner/Partner

Date: April 29, 2014