

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3048695

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
SEQUENCE:	2	
CONVEYING PARTY DATA		
	Name	Execution Date
	DESIGN BRIDGE LIMITED	09/16/2014
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		
	Property Type	Number
	Application Number:	29496835
CORRESPONDENCE DATA		
Fax Number:	(312)463-5001	
<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:	312-463-5000	
Email:	BWPTOPAT@bannerwitcoff.com, designteamchicago@bannerwitcoff.com	
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:	006943.06506	
NAME OF SUBMITTER:	KRISTIN ROSEEN	
SIGNATURE:	/Kristin Roseen/	
DATE SIGNED:	10/02/2014	
Total Attachments: 2		
source=6506 - Design Bridge to Pepsi#page1.tif		
source=6506 - Design Bridge to Pepsi#page2.tif		

ASSIGNMENT OF PATENT APPLICATION

THIS ASSIGNMENT is made on the 16th day of SEPTEMBER, 2014, by Design Bridge Limited, having its principal place of business at 18 Clerkenwell Close London, UK EC1R 0QN ("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>
<u>29/496,835</u>	<u>July 17, 2014</u>	BOTTLE

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 ASSIGNOR'S 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.

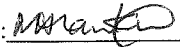
4. And Assignor further covenants and agrees that Assignor will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and Assignor agrees 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;

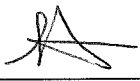
5. And Assignor authorizes the ASSIGNEE or its NOMINEES to file in ASSIGNOR'S name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any proper official of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

6. And I 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;

IN WITNESS WHEREOF, the parties have executed this Assignment on the 16TH day of SEPTEMBER, 2014.

DESIGN BRIDGE LIMITED

Signature: 
Name: MICHAEL HAWKINS
Title: GROUP FINANCE DIRECTOR

Witness: 
Name: Seriz Ali
Title: Project Accountant
Date: 16.09.14