

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| WILLIAM J. HENDRICKS | 12/04/2014 |
| ERIC P. LAWRENCE | 12/05/2014 |
| RECEIVING PARTY DATA | |
| Name: | THE HERSHEY COMPANY |
| Street Address: | 100 CRYSTAL A DRIVE |
| City: | HERSHEY |
| State/Country: | PENNSYLVANIA |
| Postal Code: | 17033 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29511191 |
| CORRESPONDENCE DATA | |
| Fax Number: | (610)680-3312 |
| <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: | HER-D0006 |
| NAME OF SUBMITTER: | DAMON A. NEAGLE |
| SIGNATURE: | /Damon A. Neagle/ |
| DATE SIGNED: | 12/10/2014 |
| Total Attachments: 3 | |
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ASSIGNMENT AND AGREEMENT

ASSIGNOR(S): William J. Hendricks of Elizabethtown, PA
Eric P. Lawrence of Hershey, PA

ASSIGNEE: The Hershey Company
100 Crystal A Drive
Hershey, PA 17033

PATENT APPLICATION:

Title: CONTAINER
Serial Number: 29/511,191
Filing Date: December 8, 2014

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) have sold, assigned and transferred, and do hereby sell, assign and transfer unto ASSIGNEE and its successors, assigns, and legal representatives, the entire right, title and interest for the United States of America in and to certain inventions relating to improvements the invention(s) described, illustrated and claimed in the application for Letters Patent of the United States of America identified above, together with the entire right, title and interest in and to the application, and in and to Letters Patent which may be issued upon the application, and upon any division, extension, continuation or reissue thereof.

ASSIGNOR(S) hereby authorize ASSIGNEE or ASSIGNEE'S representative to insert the application serial number and the filing date on this assignment if either is unknown at the time of execution of this assignment.

ASSIGNOR(S) hereby also sell, assign and transfer unto ASSIGNEE, the entire right, title and interest in and to the invention and in and to applications for Letters Patent and industrial design registrations therefor in all countries foreign to the United States of America, including all rights under any and all international conventions and treaties in respect of the invention and the applications for Letters Patent and industrial design registrations in foreign countries, and ASSIGNOR(S) further authorize ASSIGNEE to apply for Letters Patent and industrial design registrations in foreign countries directly in its own name, and to claim priority of the filing date of the application for Letters Patent of the United States of America under the provisions of any and all international conventions and treaties.

ASSIGNOR(S) hereby authorize and request the Commissioner of Patents of the United States of America to issue Letters Patent upon the aforesaid application, division, extension, continuation or reissue, to ASSIGNEE, for the sole use and benefit of ASSIGNEE, its successors, assigns and legal representatives, to the full end of the term for which Letters Patent may be granted, the same as they would have been held and enjoyed by me had this assignment not been made, and ASSIGNOR(S) hereby authorize and request the equivalent authorities in foreign countries to issue the patents of their respective countries to ASSIGNEE.

ASSIGNOR(S) agree that, when requested, they will, without charge to ASSIGNEE, but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents and industrial design registrations for the inventions in any and all countries and for vesting title thereto in ASSIGNEE, its successors, assigns and legal representatives or nominees.

ASSIGNOR(S) covenant with ASSIGNEE, its successors, assigns and legal representatives, that the interest and property hereby conveyed is free from all prior assignment, grant, mortgage, license or other encumbrance.

William J. Hendricks

DATE: 04-Dec-14

STATE OF PA)
COUNTY OF _____)ss

The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that William J. Hendricks, whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered the instrument as his free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this ____ day of _____, 2014.

My commission expires:

[Seal]

Notary Public Signature

Printed Name of Notary Public

Eric P. Lawrence
Eric P. Lawrence

DATE: 12/5/14

STATE OF PA)
COUNTY OF _____)ss

The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that Eric P. Lawrence, whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered the instrument as his free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this ____ day of _____, 2014.

My commission expires:

[Seal]

Notary Public Signature

Printed Name of Notary Public