

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3231587

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MONDELEZ UK R&D LIMITED	11/21/2014
RECEIVING PARTY DATA		
Name:	KRAFT FOODS R&D, INC.	
Street Address:	THREE PARKWAY NORTH	
City:	DEERFIELD	
State/Country:	ILLINOIS	
Postal Code:	60015	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	29517046
CORRESPONDENCE DATA		
Fax Number:	(312)577-7007	
<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:	312-517-7000	
Email:	ldelao@fitcheven.com	
Correspondent Name:	JON A. BIRMINGHAM	
Address Line 1:	FITCH, EVEN, TABIN & FLANNERY	
Address Line 2:	120 SOUTH LA SALLE STREET, SUITE 1600	
Address Line 4:	CHICAGO, ILLINOIS 60603	
ATTORNEY DOCKET NUMBER:	20203-134442-US	
NAME OF SUBMITTER:	JON A. BIRMINGHAM	
SIGNATURE:	/Jon A. Birmingham/	
DATE SIGNED:	02/18/2015	
Total Attachments: 20		
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DATED

21 NOVEMBER 2014

(1) MONDELEZ UK R&D LIMITED

- and -

(2) KRAFT FOODS R&D, INC

ASSIGNMENT OF DESIGN RIGHTS

Marks & Clerk Solicitors LLP
90 Long Acre
London
WC2E 9RA

Ref: GBH/MCS1/6

THIS DEED OF ASSIGNMENT is made the 21st day of November 2014

BETWEEN

- (1) **MONDELEZ UK R&D LIMITED**, a company incorporated in England and Wales (Company No. 3841804) whose registered office is situated at PO Box 12, Bournville Lane, Bournville, Birmingham B30 2LU, United Kingdom (the "Assignor"); and
- (2) **KRAFT FOODS R&D, INC.**, a company incorporated in Delaware whose principal place of business is at Three Parkway North, Deerfield, Illinois IL 60015, USA (the "Assignee").

RECITALS

- (A) The Assignor is the proprietor of certain designs (the "Designs"), copies of which are contained in Schedule 1 to this Assignment for the purposes of identification.
- (B) The various persons named in Schedule 2 to this Assignment (the "Designers") are employed by the Assignor and in the course of such employment created the Designs.
- (C) The Assignor wishes to assign to the Assignee the Designs and all its rights, title and interest therein upon the terms and conditions set out below and the Assignee wishes to accept such assignment.

OPERATIVE PROVISIONS

1. In consideration of the sum of Ten Pounds Sterling (£10) paid by the Assignee to the Assignor (the receipt and sufficiency of which the Assignor hereby acknowledges) the Assignor with full title guarantee **HEREBY ASSIGNS** unto the Assignee:
 - (a) the Designs and the full and exclusive benefit thereof and all rights privileges and advantages appertaining thereto;
 - (b) the unregistered design rights subsisting in the Designs throughout the world (including, for example, UK design rights and unregistered Community Designs);

- (c) all registrations and all applications for registration made anywhere in the world in respect of the Designs;
- (d) the right to apply for registered designs in any and all countries of the world in respect of all and any part of the Designs;
- (e) the right to claim priority in respect of any application for registration made anywhere in the world in respect of the Designs;
- (f) the copyright and rights in the nature of copyright in the Designs throughout the world for the full term of the copyright therein and all renewals and extensions of such rights;
- (g) the right to take all such proceedings as may be necessary for the recovery of damages and other forms of relief in respect of all infringements of the property and rights in the Designs hereby assigned whether taking place before or after the date of this Assignment.

TO HOLD unto the Assignee absolutely.

2. The Assignor shall immediately following the execution of this Assignment provide to the Assignee the documentation first recording the Designs and evidence of the date of first manufacture of the articles which are the subject of the Designs and their first marketing anywhere in the world.
3. The Assignor undertakes that it will not without the consent of the Assignee publish or disclose any particulars of the Designs to any person.
4. The Assignor shall procure that the Designers waive all their moral rights arising in connection with the Designs insofar as the Designers may lawfully do so.
5. The Assignor hereby covenants with the Assignee that it shall execute such further documents and do such further acts, and shall use all reasonable endeavours to procure on the part of the Designers the execution and doing of all such further documents and acts, as may be required by the Assignee to enable the Assignee (or its nominee) to enjoy the full benefit of the property and rights hereby assigned.

6. The Assignor further covenants with the Assignee that at the request and expense of the Assignee it shall provide all such assistance as the Assignee may reasonably require in connection with any proceedings concerning the Designs, including the disclosure of relevant documents and materials and the provision of oral and written testimony.

This Assignment shall be governed by and construed in accordance with English law and shall be subject to the non-exclusive jurisdiction of the English courts.

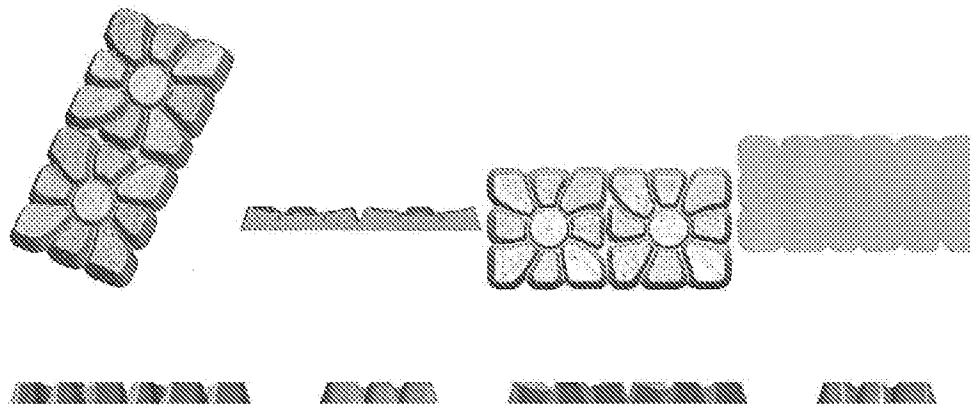
IN WITNESS of which this Assignment has been executed as a Deed and delivered the date and year first above written.

SCHEDULE 1

Copies of the Designs

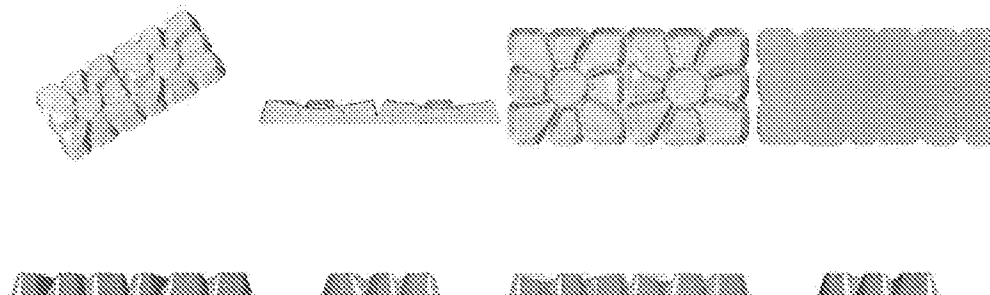
Mondelêz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMA	"ANZ – 2-burst", textured, grey-scale
Mondelêz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



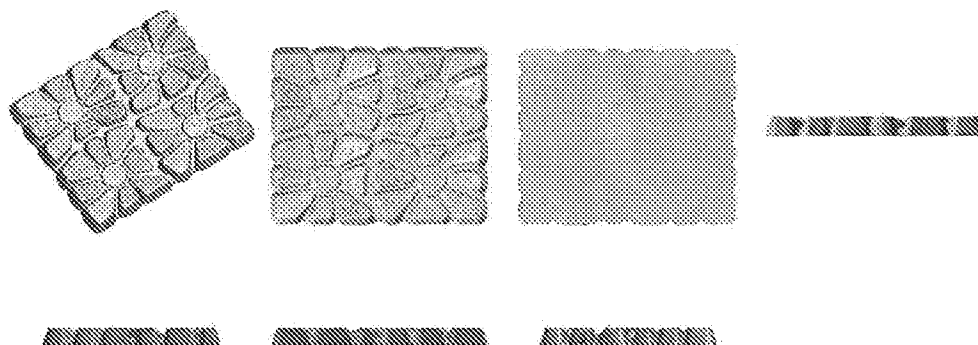
Mondelêz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMB	"ANZ – 2-burst", plain, grey-scale
Mondelêz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



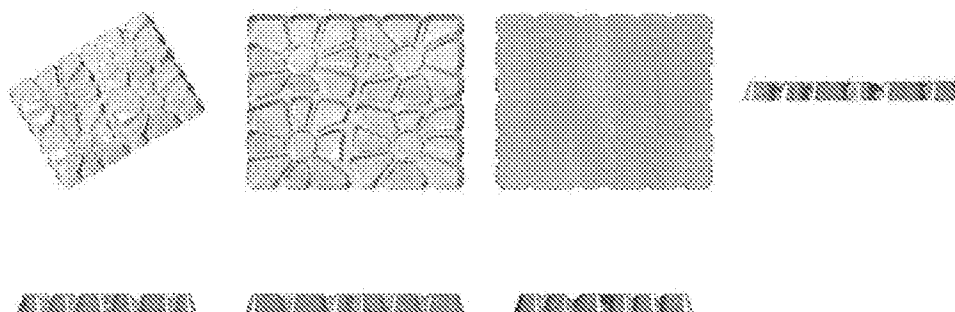
Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMC	"ANZ – 4-burst", textured, grey-scale
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



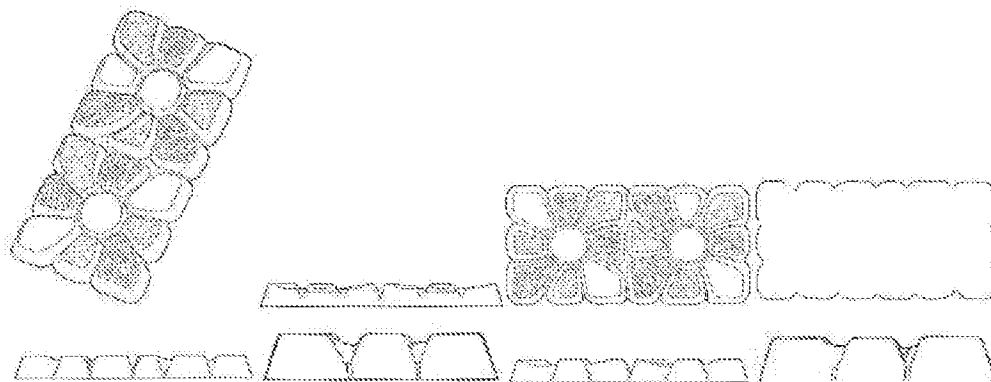
Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMD	"ANZ – 4-burst", plain, grey-scale
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



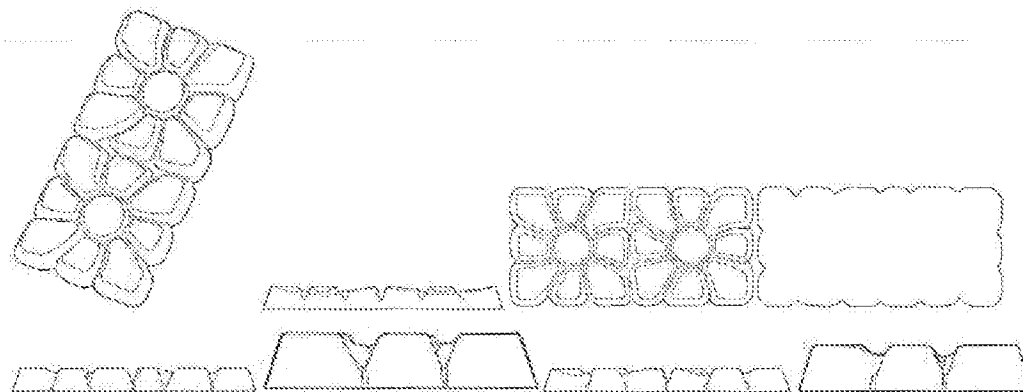
Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EME	"ANZ – 2-burst", textured, black & white
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



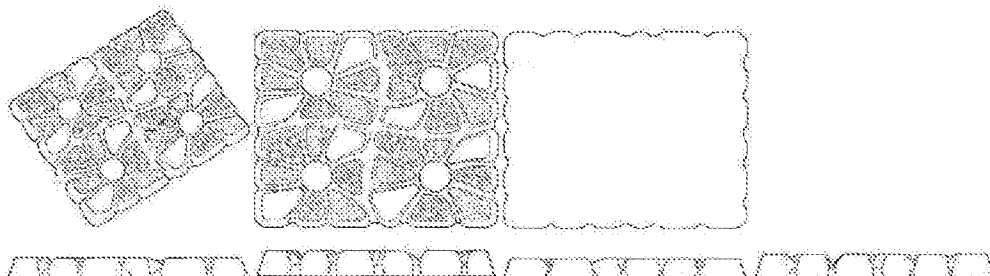
Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EME	"ANZ – 2-burst", plain, black & white
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



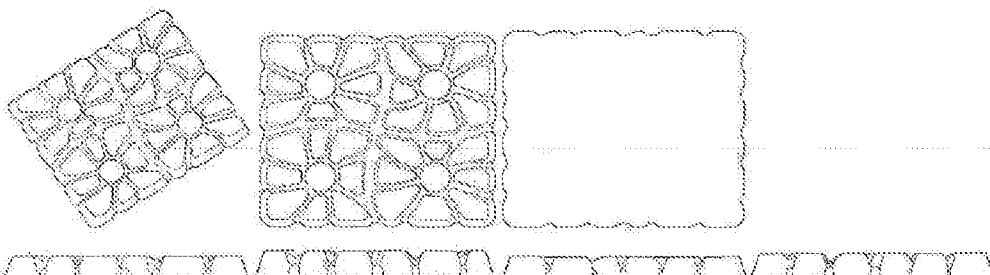
Mondelâz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMG	"ANZ – 4-burst", textured, black & white
Mondelâz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



Mondelâz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMH	"ANZ – 4-burst", plain, black & white
Mondelâz / Anaqua filing reference	RCD No.	Filing Date	
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including the following representations:



SCHEDULE 2

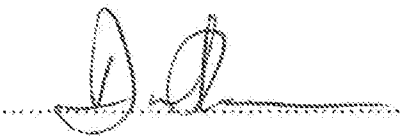
The Designers of the Designs

REDACTED

Name	Nationality	Design created	
Oliver James Boulton	British	Smashables Design 2	
Ricardo Carvajal	Columbian	Smashables Design 2	

SIGNED as a deed by
MONDELEZ UK R&D LIMITED
acting by

)
)
)



Full name: DUNCAN SHERMAN

Director

In the presence of:

Signature of witness: 

Full name of witness: John R. MELROSE

Address of witness: Church Close House

Church Close, Great Bourton OX17 1RW

Occupation of witness: RESEARCH DIRECTOR

SIGNED as a deed by
KRAFT FOOD R&D, INC
acting by

)
)
)

.....

Full name:

Director

In the presence of:

Signature of witness:

Full name of witness:

Address of witness:

.....

Occupation of witness:

DATED

11 November 30 2014

(1) MONDELEZ UK R&D LIMITED

- and -

(2) KRAFT FOODS R&D, INC

ASSIGNMENT OF DESIGN RIGHTS

Marks & Clerk Solicitors LLP
90 Long Acre
London
WC2E 9RA

Ref: GBH/MCS 1/6

THIS DEED OF ASSIGNMENT is made the 20th day of November 2014

BETWEEN

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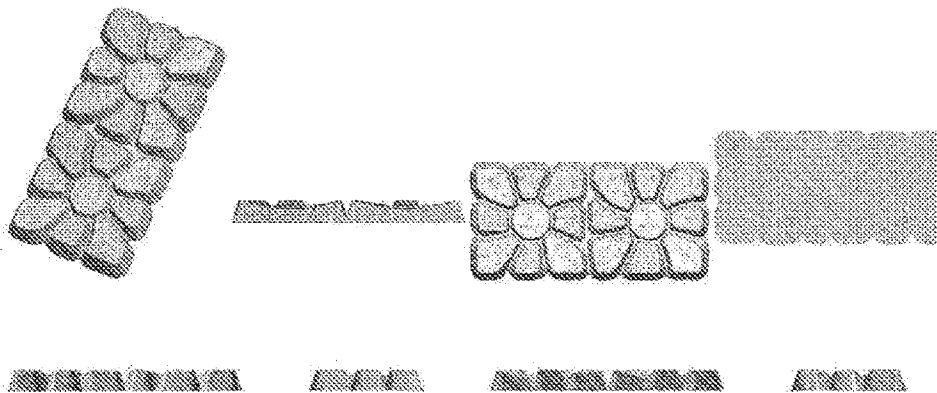
IN WITNESS of which this Assignment has been executed as a Deed and delivered the date and year first above written.

SCHEDULE 1

Copies of the Designs

Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMA	"ANZ – 2-burst", textured, grey-scale
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



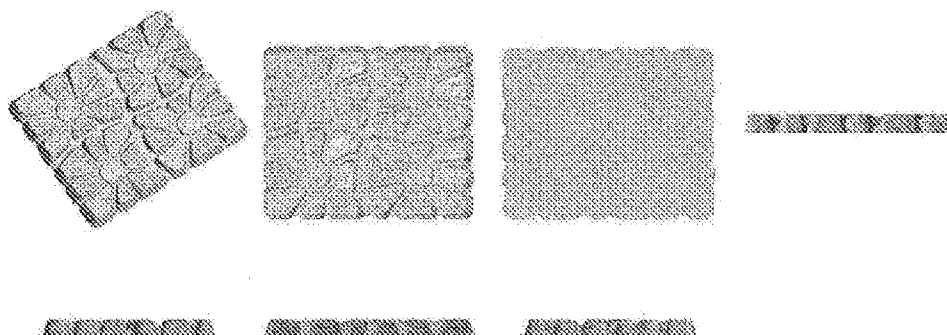
Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMB	"ANZ – 2-burst", plain, grey-scale
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



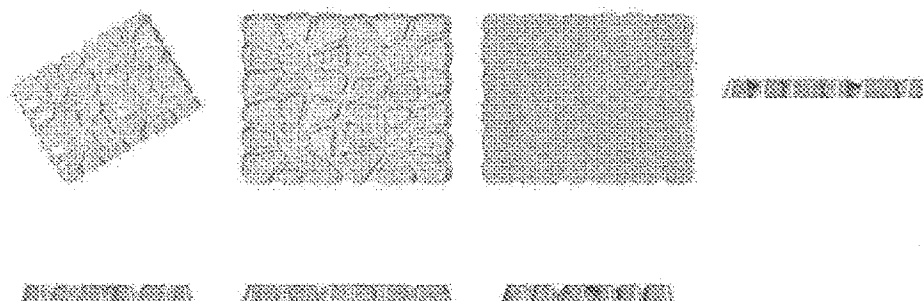
Mondeléz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMC	"ANZ – 4-burst", textured, grey-scale
Mondeléz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



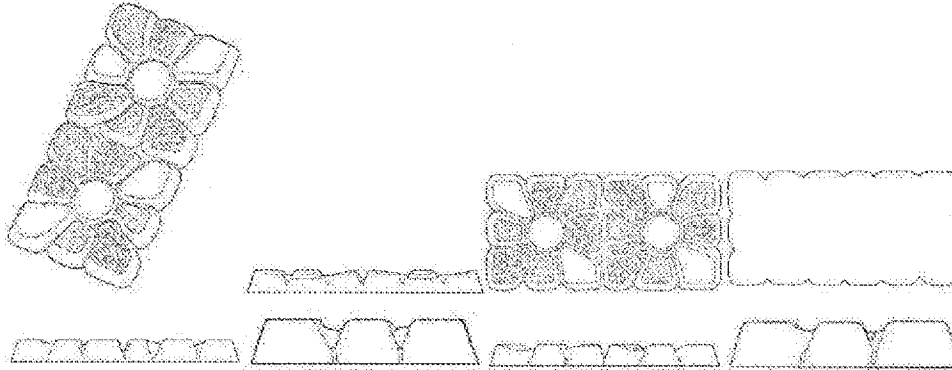
Mondeléz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMD	"ANZ – 4-burst", plain, grey-scale
Mondeléz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



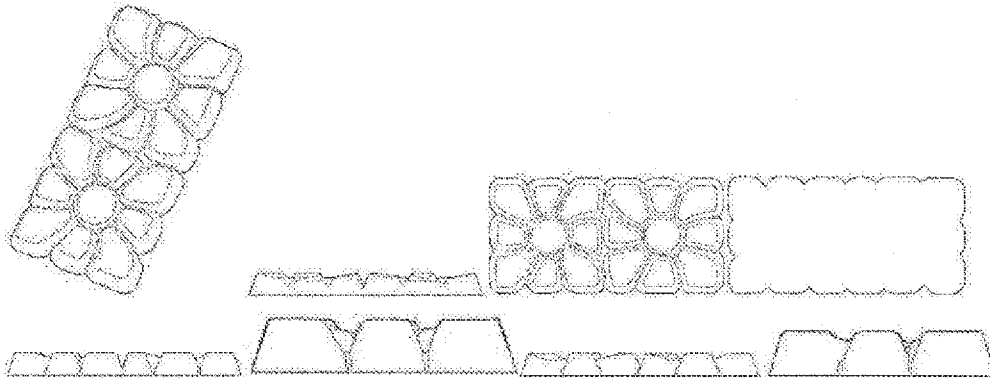
Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EME	"ANZ – 2-burst", textured, black & white
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



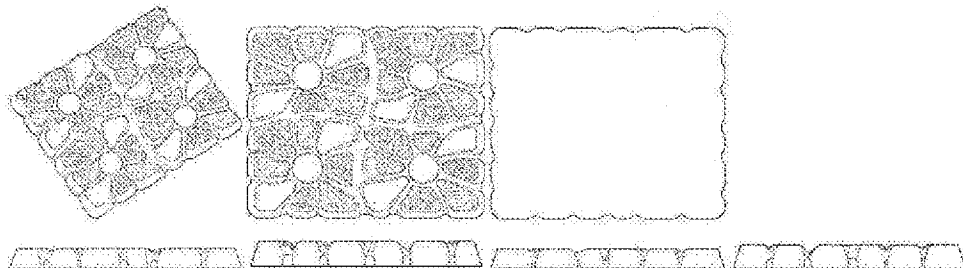
Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EME	"ANZ – 2-burst", plain, black & white
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
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including the following representations:



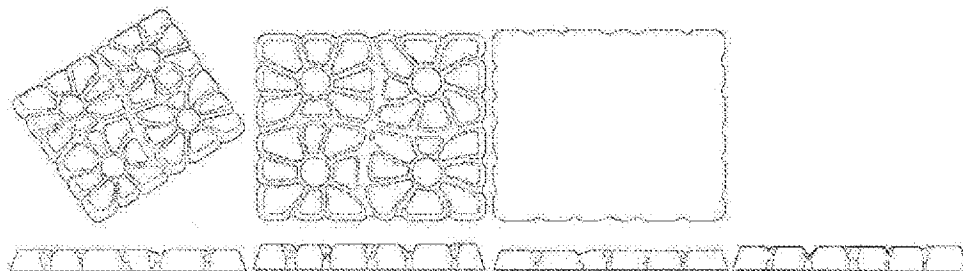
Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMG	"ANZ – 4-burst", textured, black & white
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	

including the following representations:



Mondelēz / Anaqua project reference	Title	M&C Reference	Description
81550724	Smashables Design 2	DB148352EMH	"ANZ – 4-burst", plain, black & white
Mondelēz / Anaqua filing reference	RCD No.	Filing Date	
not registered	not registered	not registered	


including the following representations:



SCHEDULE 2

The Designers of the Designs

REDACTED

Name	Nationality	Design created	
Oliver James Boulton	British	Smashables Design 2	
Ricardo Carvajal	Columbian	Smashables Design 2	

SIGNED as a deed by
MONDELEZ UK R&D LIMITED
acting by

)
)
)

Full name:

Director

In the presence of:

Signature of witness:

Full name of witness:

Address of witness:

Occupation of witness:

SIGNED as a deed by
KRAFT FOOD R&D, INC
acting by

)
)
)



Full name: JAMIE EAST

Director ASSISTANT SECRETARY

In the presence of:

Signature of witness: 

Full name of witness: JOAN BERTAGLIO

Address of witness: 100 DeForest Avenue

East Hanover, New Jersey

Occupation of witness: Patent Administrator