PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3375587

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|-------------------------|----------------|
| MONDELEZ UK R&D LIMITED | 03/16/2015 |

RECEIVING PARTY DATA

| Name: | CADBURY UK LIMITED | |
|-----------------|--|--|
| Street Address: | P.O. BOX 12, BOURNVILLE LANE, BOURNVILLE | |
| City: | BIRMINGHAM, WEST MIDLANDS | |
| State/Country: | UNITED KINGDOM | |
| Postal Code: | B30 2LU | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 29517410 |

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| ATTORNEY DOCKET NUMBER: | CDS0878US | |
|-------------------------|--------------------|--|
| NAME OF SUBMITTER: | DANIEL R. GIBSON | |
| SIGNATURE: | /Daniel R. Gibson/ | |
| DATE SIGNED: | 06/01/2015 | |

Total Attachments: 4

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PATENT 503328969 REEL: 035751 FRAME: 0493

ASSIGNMENT

WHEREAS, Mondelez UK R&D Limited, a company established in United Kingdom, with an address of P. O. Box 12, Bournville Lane, Bournville, Birmingham, B30 2LU, United Kingdom, (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):

DISPLAY UNIT

this invention being further identified by Attorney Docket Number CDS0878US, for which we have filed an Application for Letters Patent with the United States Patent and Trademark Office, U. S. Serial No. 29/517,410 on September 12, 2015.

WHEREAS, Cadbury UK Limited, a limited liability company registered in the UNITED KINGDOM, having a place of business at P. O. Box 12, Bournville Lane, Bournville, Birmingham, West Midlands, B30 2LU, United Kingdom, (hereinafter referred to as "ASSIGNEE"), 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, the ASSIGNOR, has 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 does hereby agree to 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 will, at the cost and expense of ASSIGNEE, fully assist and cooperate in all matters in connection with any and all patent applications and Patents issuing thereon.

U. S. Serial No. 29/517,410

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CDS0878US

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.

Mondelez UK R&D Limited

By:

(Signature)

Title: LOD DILECTOR.

Date: 16 MARCH 2015

U. S. Serial No. 29/517,410

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PATENT REEL: 035751 FRAME: 0495 CDS0878US

Cadbury UK Limited

By: M-T-H-L.

(Signature)

Name: M-J-H0DG(N

(Print name)

Title: ATTORNEY-W-FACT

PATENT REEL: 035751 FRAME: 0497

RECORDED: 06/01/2015