

<b>PATENT ASSIGNMENT COVER SHEET</b>
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JORGE CRUZ AGUILAR	03/28/2017
DANIEL RODRIGUEZ ELVIRA	03/29/2017
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	FRITO-LAY NORTH AMERICA, INC.
<b>Street Address:</b>	7701 LEGACY DRIVE
<b>City:</b>	PLANO
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	75024-4099
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29598858
<b>CORRESPONDENCE DATA</b>	
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<b>Phone:</b>	(972)367-2001
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<b>ATTORNEY DOCKET NUMBER:</b>	CFLAY.01173
<b>NAME OF SUBMITTER:</b>	CELINA M. ORR
<b>SIGNATURE:</b>	/Celina M. Orr, Reg. #61132/
<b>DATE SIGNED:</b>	03/29/2017
<b>Total Attachments: 2</b>	
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## ASSIGNMENT

WHEREAS, we, **Jorge Cruz AGUILAR**, a citizen of Mexico, with an address of Poniente 116 #659, Industrial Vallejo, Azcapotzalco, Mexico City, MX, and **Daniel Rodriguez ELVIRA**, a citizen of Mexico, with an address of Poniente 116 #659, Industrial Vallejo, Azcapotzalco, Mexico City, MX, are the inventors of the invention **SNACK FOOD PRODUCT**, for which we have executed an application for Letters Patent of the United States with attorney reference number CFLAY.01173; and

WHEREAS, **FRITO-LAY NORTH AMERICA, INC.**, incorporated in the state of Delaware, with a place of business at 7701 Legacy Drive, Plano, Texas 75024-4099, is desirous of obtaining the entire right, title, and interest in, to, and under the said invention and the said application;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, the said **Jorge Cruz AGUILAR** and **Daniel Rodriguez ELVIRA**, have sold, assigned, transferred, and set over, and by these presents do hereby sell, assign, transfer, and set over, unto the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives, and assigns, the entire right, title, and interest in, to, and under the said invention, and the said application and all divisions, renewals, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said invention in any country or countries foreign to the United States, and all Letters Patent which may be granted for said invention in any country or countries foreign to the United States, and all extensions, renewals, and reissues thereof, and all rights of priority in any such country or countries based upon the filing of the said application for Letters Patent of the United States which are created by any law, treaty, or international convention; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said invention to the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives, and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives, and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths and generally do everything possible to aid the said **FRITO-LAY NORTH AMERICA, INC.**, its successors, legal representatives, and assigns, to obtain and enforce proper patent protection for said invention in all countries.

IN TESTIMONY WHEREOF, we hereunto set our hands and seals the day and year set opposite our respective signatures.

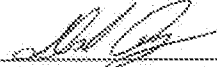
Date: March 28<sup>th</sup>, 2017 2017



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Jorge Cruz AGUILAR

L.S.

Date: March 29<sup>th</sup> 2017



\_\_\_\_\_  
Daniel Rodriguez ELVIRA

L.S.