

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	SEYMOURPOWELL LTD.	05/30/2019
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:	29677327
CORRESPONDENCE DATA		
Fax Number:	(202)371-2540	
<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:	2023712600	
Email:	erichardson@sternekessler.com, rbadman@sternekessler.com	
Correspondent Name:	STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.	
Address Line 1:	1100 NEW YORK AVENUE, N.W.	
Address Line 4:	WASHINGTON, D.C. 20005	
ATTORNEY DOCKET NUMBER:	4711.0420000	
NAME OF SUBMITTER:	DANIEL A. GAJEWSKI	
SIGNATURE:	/Daniel A. Gajewski #64,515/	
DATE SIGNED:	07/31/2019	
Total Attachments: 2		
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ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration, receipt of which is hereby acknowledged, **Seymourpowell Ltd.**, a limited company formed under the laws of the United Kingdom and having an office and place of business at 265 Merton Road, London SW18 5JS, United Kingdom (hereafter referred to as the "Assignor"), hereby sells and assigns to **PepsiCo, Inc.**, a corporation formed under the laws of North Carolina, having an office and place of business at 700 Anderson Hill Road, Purchase, NY 10577 (hereafter referred to as the "Assignee"), its entire right, title and interest for the United States of America (as defined in 35 U.S.C. § 100), and throughout the world, including the right to sue for past infringement and to collect for all past, present and future damages,

(a) in the invention(s) known as **BOTTLE** for which application(s) for patent in the United States of America has a filing date or a 371(c) date of January 18, 2019 (also known as United States Application No. 29/677,327), in any and all applications thereon, in any and all Letters Patent(s) therefor, and

(b) in any and all applications that claim the benefit of the patent application listed above in part (a), including non-provisional applications, continuing (continuation, divisional, or continuation-in-part) applications, reissues, extensions, renewals and reexaminations of the patent application or Letters Patent therefor listed above in part (a), to the full extent of the term or terms for which Letters Patents issue, and

(c) in any and all inventions described in the patent application listed above in part (a), and in any and all forms of intellectual and industrial property protection derivable from such patent application, and that are derivable from any and all continuing applications, reissues, extensions, renewals and reexaminations of such patent application, including, without limitation, patents, applications, utility models, inventor's certificates, and designs together with the right to file applications therefor; and including the right to claim the same priority rights from any previously filed applications under the International Agreement for the Protection of Industrial Property, or any other international agreement, or the domestic laws of the country in which any such application is filed, as may be applicable;

all such rights, title and interest to be held and enjoyed by the above-named Assignee, its successors, legal representatives and assigns to the same extent as all such rights, title and interest would have been held and enjoyed by the Assignor had this assignment and sale not been made.

The Assignor agrees to execute all papers necessary in connection with the applications and Letters Patents as above, and any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue, reexamination or corresponding applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

The Assignor agrees to execute all papers necessary in connection with any interference or patent enforcement action (judicial or otherwise) related to the applications or Letters Patents or any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue or reexamination application thereof and to cooperate with the Assignee at Assignee's expense in every reasonable way possible in obtaining evidence and going forward with such interference or patent enforcement act.

The Assignor agrees to perform all affirmative acts at Assignee's request and expense that may be necessary to obtain or ensure a grant of a valid patent to the Assignee.

The Assignor hereby represents that Assignor has full right and authority to convey the entire interest herein assigned, and that Assignor has not executed, and will not execute, any agreement in conflict therewith.

The Assignor hereby grants the patent practitioners associated with **CUSTOMER NUMBER 134769** the power to insert in this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

SIGNED on behalf of the said ASSIGNOR,

Seymourpowell Ltd.

By: 

Name: JONATHAN SHAW

Title: MANAGING DIRECTOR

Date: 30th MAY 2019

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