

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ULTRA CREATIVE, INC.	05/18/2020
RECEIVING PARTY DATA		
Name:	THE HERSHEY COMPANY	
Street Address:	19 E. CHOCOLATE AVENUE	
City:	HERSHEY	
State/Country:	PENNSYLVANIA	
Postal Code:	17033	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	29738970
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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Correspondent Name:	DAMON A. NEAGLE	
Address Line 1:	1575 POND ROAD, SUITE 201	
Address Line 4:	ALLENTOWN, PENNSYLVANIA 18104	
ATTORNEY DOCKET NUMBER:	HER-D0131.2	
NAME OF SUBMITTER:	DAMON A. NEAGLE	
SIGNATURE:	/Damon A. Neagle/	
DATE SIGNED:	07/02/2020	
Total Attachments: 2		
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ASSIGNMENT AND AGREEMENT

ASSIGNOR(S): Ultra Creative, Inc.
43 Main Street SE
Suite 430
Minneapolis, Minnesota 55414

ASSIGNEE: The Hershey Company
19 E. Chocolate Avenue
Hershey, Pennsylvania 17033

PATENT APPLICATION:

Title: CONFECTION

Serial Number: 29738970

Filing Date: June 22, 2020

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.

ULTRA CREATIVE, INC.

/ Sharon Gorney

/

DATE May 18, 2020

Sharon Gorney

TITLE

President, Senior Managing Partner

TITLE