

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE QUAKER OATS COMPANY		02/04/2014	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	THE CONCENTRATE MANUFACTURING COMPANY OF IRELAND		
Street Address:	Corner Building, 20 Parliament Street		
City:	Hamilton		
State/Country:	BERMUDA		
Entity Type:	CORPORATION: IRELAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85892590	WITH A SPLASH OF PLAY!	
CORRESPONDENCE DATA			
Fax Number:	3128211316		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3128211408		
Email:	janet.silverberg@pepsico.com		
Correspondent Name:	Janet Silverberg		
Address Line 1:	555 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	GNG - CAP		
DOMESTIC REPRESENTATIVE			
Name:	Janet Silverberg; PepsiCo, Inc.		
Address Line 1:	555 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		

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NAME OF SUBMITTER:	Janet Silverberg
Signature:	/janet silverberg/
Date:	02/04/2014
Total Attachments: 1 source=ASSIGNMENT TQOC TO CMCI WITH A SPLASH OF PLAY#page1.tif	

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT, dated as of February 4, 2014 (the "Assignment"), is made by THE QUAKER OATS COMPANY, with a place of business at 555 West Monroe Street, Chicago, IL 60661 ("Assignor") to THE CONCENTRATE MANUFACTURING COMPANY OF IRELAND, with a place of business at Corner House, 20 Parliament Street, Hamilton, Bermuda ("Assignee").

WHEREAS, Assignor owns a trademark application for WITH A SPLASH OF PLAY! (Application Number 85/892590) (the "Trademark"); and

WHEREAS, Assignor has agreed to sell, assign, transfer and convey to Assignee all of Assignor's rights, titles and interest in and to the Trademark and the goodwill associated with the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby takes the following actions and makes the following agreements:

1. Assignor hereby sells, assigns, transfers and conveys to Assignee, Assignor's entire right, title and interest in and to the Trademark and the goodwill associated with the use of and symbolized by the Trademark. Further, Assignor hereby assigns, transfers and sets over unto Assignee, Assignor's rights, if any, to sue for and to collect damages, profits and other relief for any past infringement of the Trademark.
2. Assignor warrants that it has not heretofore agreed to any restrictions upon the use of the Trademark and has not assigned, licensed or otherwise granted rights in the Trademark to any other person or entity.
3. At the request of Assignee, Assignor shall execute and deliver to Assignee any and all additional documents as Assignee may reasonably require to vest title to the Trademark in Assignee and/or to carry out the intent of this Agreement.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the day and year first written above.

THE QUAKER OATS COMPANY

**THE CONCENTRATE
MANUFACTURING COMPANY OF
IRELAND**

Signature: Janet Silverberg
Janet Silverberg, Vice President

Signature: Janet Silverberg
Janet Silverberg, Authorized Signatory