

06-17-1998

Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Patents and Tradem



uments or copy thereof

100741228

1. Name of conveying party(ies):  
Procter & Gamble de Mexico, S.A. de C.V.  
Loma Florida No. 32  
Lomas de Vista Hermosa  
Mexico 05100, D.F.

- Individual(s)
- General Partnership
- Corporation-State
- Other Sociedad Anonima de Capital Variable

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: Bristol-Myers Squibb Company

Internal Address: \_\_\_\_\_

Street Address: 345 Park Avenue

City: New York State: NY ZIP: 10154

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Delaware
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance: MRD 5-28-98

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Association
- Limited Partnership
- Merger
- Change of Name

Execution Date: April 3, 1998

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,934,521

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Stephen Chesnoff, Esq.

Internal Address: 21-27

Bristol-Myers Squibb Company

Street Address: 345 Park Avenue

City: New York State: NY ZIP: 10154

6. Total number of applications and registrations involved 1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

USP&NG 13-2505

(Attach duplicate copy of this page if paying by deposit account)

06/17/1998 INVTEN 00000026 132595 1934521

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Beatrice Adler

Name of Person Signing

Beatrice Adler

Signature

may 28, 1998

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK

REEL: 1741 FRAME: 0538

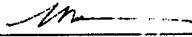
**U.S. TRADEMARK ASSIGNMENT**

WHEREAS, Procter & Gamble de Mexico, S.A. de C.V., a Mexican corporation with its principal place of business at Loma Florida No. 32, Lomas de Vista Hermosa, Mexico 05100, D.F., desires to assign all its right, title and interest in the trademark registration No. 1934521 of CHOCO MILK, to Bristol-Myers Squibb Company, a Delaware corporation with its principal place of business at 345 Park Avenue, New York, NY. 10154, U.S.A.; and

WHEREAS, Bristol-Myers Squibb Company is desirous of acquiring all right, title, and interest in the Trademark mentioned above as well as the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Procter & Gamble de Mexico, S.A. de C.V. hereby assigns to Bristol-Myers Squibb Company all its right, title, and interest in the Trademark and the goodwill symbolized thereby.

Procter & Gamble de Mexico, S.A. de C.V.


  
By: Martha Miller de Lombera  
Title: Vice President

TRADEMARK  
REEL: 1741 FRAME: 0539



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	Dirección General Jurídica y de Estudios Legislativos México, D.F. Secretaría	
<b>Apostille</b> (Convention de la Haye du 5 octobre 1961)		
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En México el presente documento público ha sido firmado por <u>LIC. MIGUEL ROSARIO BAÑERO</u> quien actúa en calidad de <u>SECRETARIO DE JUSTICIA Y FERIAZ</u>		
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	México, D.F.	de <u>1988</u>
		Firma

RECORDED: 05/28/1998

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