



10-21-1998

U.S. Patent & TMO/c/TM Mail Rcpt Dt #64

TUCKER, FLYER & LEWIS

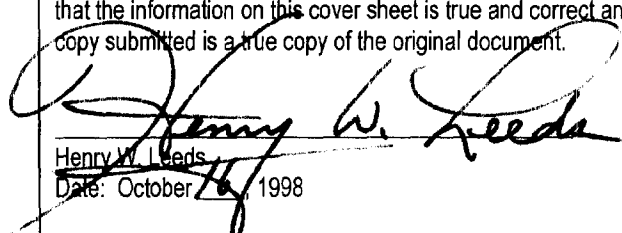
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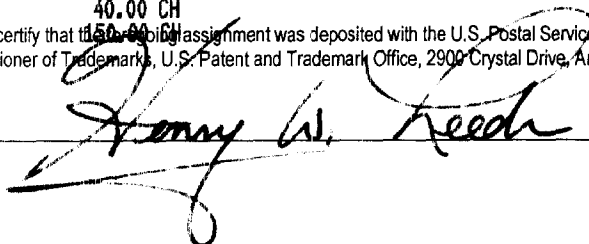
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BIV

<p>1. NAME OF CONVEYING PARTY:</p> <p>ICN Pharmaceuticals, Inc. A Delaware corporation</p>	<p>2. NAME AND ADDRESS OF RECEIVING PARTY:</p> <p>THE MONARCH COMPANY, INC. a Massachusetts corporation 1100 Johnson Ferry Road, N.E. Atlanta, Georgia 30342</p>
<p>3. NATURE OF CONVEYANCE:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other</p> <p>3A. EXECUTION DATE: September 15, 1998 3B. EFFECTIVE DATE: September 15, 1998</p>	<p>2A. ASSIGNEE A FOREIGN ENTITY: Yes: ___ No: <u>X</u></p> <p>2B. DOMESTIC REPRESENTATIVE DESIGNATED: Yes: ___ No: <u>X</u></p>
<p>4A. TRADEMARK APPLICATION NOS.:</p> <p>Additional numbers attached?</p>	<p>4B. TRADEMARK REGISTRATION NO(S).:</p> <p>Reg. No. 189,066 - MOXIE</p> <p>Additional numbers attached? 6</p>
<p>Henry W. Leeds, Esq. Tucker, Flyer & Lewis Suite 400 1615 L Street, N.W. Washington, D.C. 20036</p>	
<p>6. TOTAL NUMBER OF TITLES: 7</p> <p>7. TOTAL FEE: \$190.00</p> <p>8. CHARGE FEES TO: DEPOSIT ACCOUNT NO. 20-1582</p> <p>Our Ref: 28330.398</p>	<p>9. The undersigned declares to the best of his knowledge and belief that the information on this cover sheet is true and correct and any copy submitted is a true copy of the original document.</p> <p> Henry W. Leeds Date: October 16, 1998</p> <p>Page 1 of 4</p>

11/17/1998 DNGUYEN 00000191 201582 189066

01 FC:481 40.00 CH
02 FC:408 150.00 CH
I hereby certify that this assignment was deposited with the U.S. Postal Services, by First Class Mail, postage prepaid, addressed to Box: Assignments/Fee, The Assistant Commissioner of Trademarks, U.S. Patent and Trademark Office, 2900 Crystal Drive, Arlington, VA 22202-3513, this 16th of October 1998.



028330-00398-00159.doc

TRADEMARK
REEL: 1815 FRAME: 0543

EXHIBIT A

<u>Reg. No.</u>	<u>Mark</u>	<u>Issued</u>
189,066	MOXIE (stylized)	9/9/24
1,399,370	MOXIE	7/1/86
1,460,942	MOXIE (stylized)	10/13/87
1,460,943	MOXIE	10/13/87
1,465,569	WHAT THIS COUNTRY NEEDS IS PLENTY OF MOXIE	11/17/87
1,180,697	KEG BREWED FLAVOR	12/1/81
1,190,898	KEG BREWED FLAVOR & Design	2/23/82

EXHIBIT B

ASSIGNMENT

Whereas, ICN Pharmaceuticals, Inc., a Delaware corporation, having a business address at 3300 Hyland Avenue, Costa Mesa, California 92606 ("Assignor") has adopted and used the marks MOXIE and KEG BREWED FLAVOR, which marks have been registered as shown more particularly on the accompanying Exhibit A; and

Whereas, the Monarch Company, Inc., a Massachusetts corporation, having a principal address at Suite 460, 1100 Johnson Ferry Road, N.E., Atlanta, Georgia 30342 ("Assignee") is desirous of acquiring all rights, title and interest in and to the marks and registrations shown on Exhibit A, as well as the goodwill of the business symbolized thereby;

Now, therefore, good and valuable consideration being extant, the Assignor hereby assigns to Assignee all of its rights, title and interest in and to the marks MOXIE and KEG BREWED FLAVOR, as well as the registrations thereof shown on the accompanying Exhibit A, and the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee the right to sue for past infringement and to recover and hold all damages and profits arising therefrom.

Assignor warrants that there are no licenses, liens or other encumbrances or agreements either written, oral or implied, relating to the aforesaid marks and registrations, other than an existing license from Assignor to Assignee; and that Assignor has good and valid title thereto to assign to Assignee.

Assignor also warrants that upon the request of Assignee, it shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Agreement, as well as to provide such other material, information, and/or assistance as Assignee may consider necessary, provided that Assignee reimburses Assignor for Assignor's direct out-of-pocket costs for complying with this Paragraph. This Paragraph shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction and all those in privity therewith.

ICN PHARMACEUTICALS, INC.

Dated: Sept 15, 1998

By:

B. J. A. Marshall
Name
Executive Vice President
Title



EXHIBIT A

MARKS AND REGISTRATIONS OF ICN PHARMACEUTICALS, INC.

COUNTRY	REGISTRATION NUMBER	REGISTRATION DATE	MARK
U.S.	189,066	September 9, 1924	MOXIE (stylized)
U.S.	1,399,370	July 1, 1986	MOXIE
U.S.	1,460,942	October 13, 1987	MOXIE
U.S.	1,460,943	October 13, 1987	MOXIE (stylized)
U.S.	1,465,569	November 17, 1987	WHAT THIS COUNTRY NEEDS IS PLENTY OF MOXIE
Canada	TMDA 012,131	July 18, 1907	MOXIE
U.S.	1,180,697	December 1, 1981	KEG BREWED FLAVOR
U.S.	1,190,898	February 23, 1982	KEG BREWED FLAVOR & Design

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

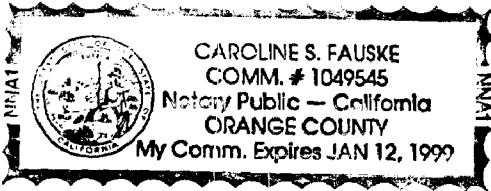
County of Orange } ss.

On Sept 15, 1998, before me, Caroline S. Fauske, Notary Public
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Bill A. MacDonald
Name(s) of Signer(s)

- personally known to me
 proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



Place Notary Seal Above

WITNESS my hand and official seal.

Caroline S. Fauske
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Exhibit B, Assignment

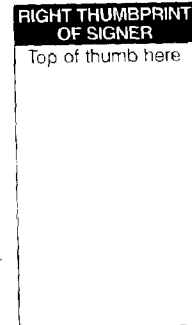
Document Date: Sept 15, 1998 Number of Pages: one

Signer(s) Other Than Named Above: None

Capacity(ies) Claimed by Signer

Signer's Name: Bill A. MacDonald

- Individual
 Corporate Officer -- Title(s): Executive Vice President
 Partner -- Limited General
 Attorney in Fact
 Trustee
 Guardian or Conservator
 Other: _____



Signer Is Representing: ICN Pharmaceuticals, Inc.