

1 RD  
-22

03-31-2000

FORM PTO-1594  
(Rev. 6-93)  
OMB No. 0651-0011 (exp. 4/94)



HEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner

101301804

attached original documents or copy thereof.

1. Name of conveying party(ies):

**Sara Lee Corporation**

- |   |  |
|---|--|
| <input type="checkbox"/> Individual(s)                | <input type="checkbox"/> Association         |
| <input type="checkbox"/> General Partnership          | <input type="checkbox"/> Limited Partnership |
| <input checked="" type="checkbox"/> Corporation-State | <input type="checkbox"/>                     |
| <input type="checkbox"/> Other                        |  |

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

3. Nature of conveyance:

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Assignment | <input type="checkbox"/> Merger         |
| <input type="checkbox"/> Security Agreement    | <input type="checkbox"/> Change of Name |
| <input type="checkbox"/> Other                 |   |

Execution Date: **February 9, 2000**

2. Name and address of receiving party(ies):

Name: **Novartis AG**

Internal Address:

Street Address: **35 Lichtstrasse, CH-4002**

City: **Basel** Country: **Switzerland**

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> Individual(s) citizenship    |                    |
| <input type="checkbox"/> Association                  |                    |
| <input type="checkbox"/> General Partnership          |                    |
| <input type="checkbox"/> Limited Partnersh            |                    |
| <input checked="" type="checkbox"/> Corporation-State | <b>Switzerland</b> |
| <input type="checkbox"/> 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) **1,273,661**

Additional numbers attached? ☐ Yes ☒ No

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

Name: **Barry A. Solomon**

Internal Address: **Patent and Trademark Department**

Street Address:

**564 Morris Avenue**

City: **Summit** State: **NJ** Zip: **07901-1027**

6. Total number of applications and registrations involved:

**1**

7. Total fee (37 CFR 3.41) .....\$ **40.00**

- |   |
|---|
| <input type="checkbox"/> Enclosed   |
| <input checked="" type="checkbox"/> Authorized to be charged to deposit account |

8. Deposit account number:

**50-0430**

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

DO NOT USE THIS SPACE

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.

**Richard A. Friedman**

Name of Person Signing

Signature

**February 17, 2000**

Date

Total number of pages including cover sheet, attachments, and document: **6**

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

03/31/2000 DNGUYEN 00000071 500430 1273661

01 FC:481

40.00 CH

TRADEMARK  
REEL: 002041 FRAME: 0551

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE


Mark: ODOR GUARD

Reg. No.: 1,273,661

Applicant: Novartis AG

Novartis Corporation, whose postal address is 564 Morris Avenue, Summit, New Jersey 07901-1027, is hereby designated registrant's domestic representative upon whom notice or process in proceedings affecting the mark may be served.

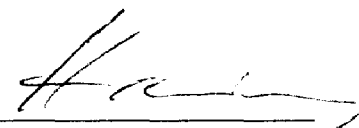
NOVARTIS AG

By 

Name: S. Bodmer

Title: Duly Authorized Officers

Date: February 14, 2000



Dr. W. Haring

NOVARTIS CORPORATION  
564 Morris Avenue  
Summit, NJ 07901-1027

ASSIGNMENT

WHEREAS Sara Lee Corporation, a Maryland Corporation, with offices at 470 Hanes Mill Road, Winston-Salem, North Carolina 27105 U.S.A. ("Sara Lee"), has adopted and is using the mark ODOR GUARD on or in connection with "insoles";

WHEREAS Sara Lee owns a federal registration at the United States Patent and Trademark Office, Registration No. 1,273,661, dated April 10, 1984, for the mark ODOR GUARD for "insoles";

WHEREAS Novartis AG, a Swiss Corporation, with offices at CH-4002, Basel, Switzerland ("Novartis"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Sara Lee does hereby assign unto Novartis all right, title and interest in and to the trademark ODOR GUARD, together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

Arthur J. DeBaugh  
Signature:

9 February 2000  
Date:

ARTHUR J. DEBAUGH  
Name:

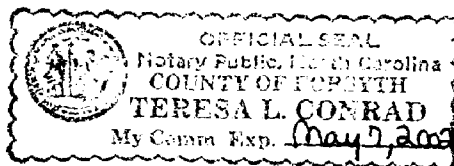
ASSISTANT SECRETARY  
Title:

State of North Carolina )

County of Forsyth )

On this 9th day of February, 2000, before me appeared Arthur J. DeBaugh, the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of the identified corporation or other juristic entity with authority to do so.

Teresa L. Conrad  
Signature of Notary Public



Odor Guard Assignment