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RECC



U.S. DEPARTMENT OF COMMERCE  
Patents and Trademarks Office

8-22-00

101454460

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Bristol Meyers Squibb Company

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

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

2. Name and address of receiving party(ies):  
 Name: Signal Investment & Management Company

Street Address: 1150 Market St., Suite 1300  
 City Wilmington State DE Zip 19390

Individual(s) Citizenship  
 National Banking 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  
 (Designation must be a separate document from Assignment)

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

3. Nature of Conveyance:

Assignment  
 Security Agreement  
 Merger  
 Change of Name  
 Other

Execution Date: April 19, 2000

B. Trademark No. (s) 1,702,746; 1,738,894; 1,735,588

Additional numbers attached?  Yes  No

4. Application number(s) or registration number(s):  
 A Trademark Application No. (s)

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

Kara E. Shea  
 Miller & Martin LLP  
 1200 First Union Tower  
 150 Fourth Avenue North  
 Nashville, TN 37219-2433

6. Total number of applications and registrations involved: (3) three

7. Total fee (37 CFR 3.41): \$90.00  
 Enclosed (previously)  Authorized to be charged to deposit account

8. Deposit account number:  
 (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.

8-22-00 Date Kara E Shea Signature Kara E. Shea Name of Person Signing

Total number of pages including cover sheet: 7

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
 Box Assignments  
 Washington, D.C. 20231

STATE OF NEW YORK )  
COUNTY OF NEW YORK )

**TRADEMARK ASSIGNMENT**

WHEREAS, Bristol-Myers Squibb Company, a Delaware corporation ("Assignor"), has adopted and used the trademarks set forth on Schedule A attached hereto and is the owner of the marks and goodwill associated therewith.

WHEREAS, Signal Investment & Management Co., a Delaware corporation ("Assignee"), is desirous of acquiring said trademarks and goodwill associated therewith.

NOW THEREOF, effective as of March 24, 1998, for the sum of ONE DOLLAR (\$1.00) in hand paid from Assignee to Assignor, the receipt of which is hereby acknowledged by Assignor, Assignor by these presents does hereby sell, transfer, convey and assign unto said Assignee all right, title and interest in and to the Trademarks set forth on Schedule A attached thereto, together with the goodwill of the business symbolized by the marks, and all registrations and applications therefore, and the right to recover for any past infringements of said trademarks.

BRISTOL-MYERS SQUIBB COMPANY

By: *Nadine P. Flynn*  
Name: Nadine P. Flynn  
Title: Assistant Secretary

4/19/00

Date

Subscribed and sworn to before me this  
19<sup>th</sup> day of April, 2000.

*Gloria J. Rogers*  
Notary Public

**GLORIA J. ROGERS**  
Notary Public, State of New York  
No. 03-3325885  
Qualified in Bronx County  
Certificate Filed in New York County  
Commission Expires: Sept. 30, 2004

My commission expires: \_\_\_\_\_

SCHEDULE A

<u>MARK</u>	<u>REG. NO.</u>
FRESH & CLEAN	1,702,746
FRESH & DRY	1,738,894
COOL & SPORTY	1,735,588

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