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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



03-29-2001

U.S. Patent & TMO/TM Mail Rcpt Dt. #54

101686959

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

3.29.01

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- New
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Document ID #
- Correction of PTO Error
Reel # Frame #
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Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached
Execution Date
Month Day Year

Name

Formerly

2300389

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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Name

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- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
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Trademark Application Number(s) or Registration Number(s)

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Trademark Application Number(s)

Registration Number(s)

Number of Properties

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#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

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Deposit Account Number:

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Authorization to charge additional fees:

Yes

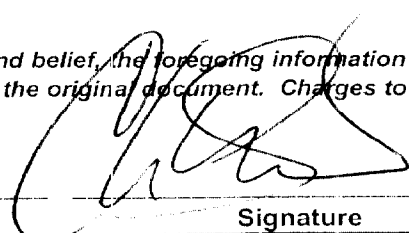
No

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. Charges to deposit account are authorized, as indicated herein.

Christopher A. Sidoti, Esq.

Name of Person Signing



Signature

March 29, 2001

Date Signed

ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of the 26th day of March 2001 by and between CLIFF PETROVSKY and SMITHKLINE BEECHAM CORPORATION, a Pennsylvania Corporation.

WHEREAS, CLIFF PETROVSKY, an individual, with an address at 300 E. Willis Street, Suite E, Prescott, Arizona 86301 (the "Assignor") is the owner of the trademark NICQUIT for "dietary and herbal supplements, vitamins, and minerals; and dietary, herbal, and homeopathic preparations for use in the treatment of the nervous system and/or for the treatment of nicotine addiction and/or for smoking cessation" and of Registration No. 2,300,389 relating thereto (collectively, the "Trademark"); and

WHEREAS, SMITHKLINE BEECHAM CORPORATION, a Pennsylvania corporation with a mailing address at One Franklin Plaza, Post Office Box 7929, Philadelphia, PA 19101, (the "Assignee") is desirous of acquiring all right, title and interest in and to the TRADEMARK; and

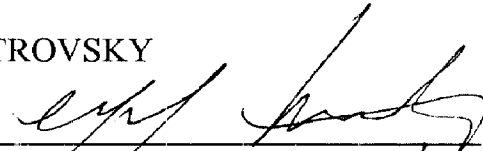
WHEREAS, the Assignor has agreed to assign to Assignee the entire right title and interest in and to the TRADEMARK.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, effective as of the date of the first written above, said CLIFF PETROVSKY does hereby assign and transfer unto SMITHKLINE BEECHAM CORPORATION, his entire right, title and interest in and to the NICQUIT trademark for "a dietary and herbal supplements, vitamins, and minerals; and dietary, herbal, and homeopathic preparations for use in the treatment of the nervous system and/or for the treatment of nicotine addiction and/or for smoking

cessation" together with and of Registration No. 2,300,389, therefore and the good will of the business symbolized by and associated with said NICQUIT trademark, throughout the world including but not limited to the United States.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of the date first written above.

CLIFF PETROVSKY

By: 

Name: CLIFF PETROVSKY

Title: owner

SMITHKLINE BEECHAM CORPORATION

By: 

Name: Christopher A. Sidoti

Title: Assistant Secretary

ACKNOWLEDGEMENT

STATE OF ARIZONA)
 ss.:
COUNTY OF *Maricopa*)

On this 26th day of March 2001, before me appeared Cliff Petrovsky, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of CLIFF PETROVSKY with authority to do so and who is personally known to me.

Susan F Krause

Notary Public

