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(732) 524-2842

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<b>1. NAME OF CONVEYING PARTY:</b> Mead Johnson & Company (a Delaware corporation) 2400 West Lloyd Expressway Evansville, Indiana	<b>2. NAME AND ADDRESS OF RECEIVING PARTY:</b> McNeil-PPC, Inc. (a New Jersey corporation) 7050 Camp Hill Road Fort Washington, Pennsylvania
<b>3. NATURE OF CONVEYANCE:</b> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other  <b>3A. EXECUTION DATE:</b> September 24, 2001	<b>2A. ASSIGNEE A FOREIGN ENTITY:</b> YES:___ NO: <input checked="" type="checkbox"/>  <b>2B. DOMESTIC REPRESENTATIVE DESIGNATED:</b> YES:___ NO:___
<b>4A. TRADEMARK APPLICATION NOS:</b> 75/789,014; 75/791,477; 75/791,480; 75/912,491; 75/902,235; 76/054,535; 75/573,445; 75/573,443; 75/573,444 Additional numbers attached? yes	<b>4B. TRADEMARK REGISTRATION NO(S):</b> 2,396,486; 2,248,302; 2,396,177
<b>5. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED:</b>  Maria Kirczow Johnson & Johnson One Johnson & Johnson Plaza New Brunswick, NJ 08933	
<b>6. TOTAL NUMBER OF TITLES:</b> 18  <b>7. TOTAL FEE:</b> \$465.00  <b>8. CHARGE DEPOSIT ACCOUNT NUMBER:</b> 10-0750  Our Ref:	<b>9. The undersigned declares to the best of my 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.</b>  <i>Maria C. Kirczow</i> Maria C. Kirczow Date: February 11, 2002

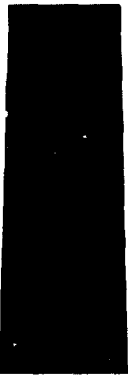
 BE SWEET  
 To Your  
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Maria.doc

03/12/2002 BT0H11 00000231 100750 75789014

01 FC:481  
02 FC:48240.00 CH  
425.00 CH
 TRADEMARK  
 REEL: 002459 FRAME: 0233

 TRADEMARK  
 REEL: 002556 FRAME: 0889



Application Nos:

75/366,848; 75/366,842; 76/061,307; 76/061,308; 76/061,306;  
and 76/061,305

TRADEMARK  
REEL: 002459 FRAME: 0234

TRADEMARK  
REEL: 002556 FRAME: 0890

UNITED STATES

ASSIGNMENT

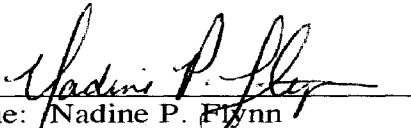
WHEREAS, **MEAD JOHNSON & COMPANY**, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 2400 West Lloyd Expressway, Evansville, Indiana, owns the trademarks on the attached schedule which are registered and/or applied for in the United States Patent and Trademark Office.

WHEREAS, **MCNEIL-PPC, INC.**, a corporation organized and existing under the laws of the State of New Jersey, having a place of business 7050 Camp Hill Road, Fort Washington, Pennsylvania, is desirous of acquiring the said trademarks and said registrations and/or applications thereof.

NOW, THEREFORE, for goods and valuable consideration, the receipt of which is hereby acknowledged, said **MEAD JOHNSON & COMPANY** does hereby assign unto the said **MCNEIL-PPC, INC.**, its successors or assigns, all right, title and interest in and to the said trademarks and registrations and/or applications shown above, together with the goodwill of the business and the business associated therewith.

Signed this 24th day of September 2001 at New York, New York, U.S.A.

MEAD JOHNSON & COMPANY

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

Corporate Seal:

**SCHEDULE**

<b><u>TRADEMARK</u></b>	<b><u>REG.NO.</u></b>	<b><u>REG. DATE</u></b>	<b><u>APPN. NO.</u></b>	<b><u>FILING DATE</u></b>
ACTIVE NUTRITION FOR WOMEN BY WOMEN	2396486	10/17/2000	75/648805	2/26/1999
ACTIVE NUTRITION FOR WOMEN BY WOMEN			75/789014	8/31/1999
ACTIVE NUTRITION FOR WOMEN BY WOMEN			75/791477	9/2/1999
ACTIVE NURTRITION FOR WOMEN BY WOMEN			75/791480	9/2/1999
BE SWEET TO YOUR BONES			75/912491	2/4/2000
ENERGY THAT LETS YOU APPRECIATE IT ALL			75/902235	1/27/2000
ENERGY TO APPRECIATE IT ALL			76/054535	5/23/2000
REP. OF V WITH LEAF DESIGN			75/573445	10/19/1998
REP. OF V WITH LEAF DESIGN			75/573443	10/19/1998
REP. OF V WITH LEAF DESIGN			75/573444	10/19/1998
VIACTIV	2248302	5/25/1999	75/366849	10/2/1997
VIACTIV	2396177	10/17/2000	75/366841	10/2/1997
VIACTIV			75/366848	10/2/1997
VIACTIV			75/366842	10/2/1997
VIACTIV V DESIGN			76/061307	6/1/2000
VIACTIV V DESIGN			76/061308	6/1/2000
VIACTIV V DESIGN			76/061306	6/1/2000
VIACTIV V DESIGN			76/061305	6/1/2000