

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SMITHKLINE BEECHAM CORPORATION		02/11/1999	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	BIRA CORPORATION		
Street Address:	2525 Quicksilver Road		
City:	McDonald		
State/Country:	PENNSYLVANIA		
Postal Code:	15057		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	975807	DEEP-DOWN	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202)663-7484		
Email:	trademark@sughrue.com		
Correspondent Name:	Gary D. Krugman		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-3213		
ATTORNEY DOCKET NUMBER:	S8780		
NAME OF SUBMITTER:	Andres E. Lorca		
Total Attachments: 1 source=deep itch assign#page1.tif			

CH \$40.00 975807

TRADEMARK ASSIGNMENT

WHEREAS, SMITHKLINE BEECHAM CORPORATION, hereinafter referred to as "Assignor", a Pennsylvania corporation, having a place of business at One Franklin Plaza, P.O. Box 7929, Philadelphia, Pennsylvania 19101, is the owner of United States Trademark Registration No. 975,807 for **DEEP-DOWN** (hereinafter "the Trademark") in International Class 5.

WHEREAS, BIRA CORPORATION, hereinafter referred to as "Assignee", a Pennsylvania corporation, having a place of business at 2525 Quicksilver Road, McDonald, Pennsylvania 15057, is desirous of acquiring the rights to the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, all rights, title and interest in and to said Trademark, including but not limited to any and all trademark rights in connection with the registration in the United States of America or from any prior registration or application in the United States of America, as well as any and all rights under the laws of the United States of America, arising from the past, present and future use of the Trademark in the United States of America, together with the goodwill of the business symbolized by said Trademark accruing from the date of first use thereof and all claims for profits and damages by reason of past infringement of said trademark rights by any party or parties with the right to sue for and collect the same for its own use and benefit and for the use and benefits of its successors, assigns or other legal representative.

This assignment is made without any representation or warranty as to title or validity of the trademark that it hereby assigned.

Date:

2/11/99

SMITHKLINE BEECHAM CORPORATION



Christopher A. Sidoti
Assistant Secretary

TRADEMARK