

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HLR Consumer Health, Inc.		10/29/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	F. Hoffmann-La Roche AG
Street Address:	Grenzacherstrasse 124
City:	Basel
State/Country:	SWITZERLAND
Postal Code:	4002
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	53028	SANATOGEN
Registration Number:	69876	ZAM-BUK
Registration Number:	349848	BEROCCA
Registration Number:	2419363	REDOXON
Serial Number:	75887328	ELEVIT
Serial Number:	76030826	REDOXON
Serial Number:	76235235	ELEVIT
Serial Number:	76235236	
Serial Number:	76309986	BEROCCA
Serial Number:	76309987	
Serial Number:	76422577	TRANSIPEG
Serial Number:	78179350	BEPANTHEN
Serial Number:	78179354	BEPANTHOL
Serial Number:	78205050	BEROCCA PERFORMANCE
Serial Number:	78205457	

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Serial Number:	78206422	SANATOGEN
Serial Number:	78211556	BEROCCA PERFORMANCE
Serial Number:	78211560	BEROCCA PERFORMANCE
Serial Number:	78290140	SUPRADYN
Serial Number:	78375157	FLANAX
Serial Number:	78375162	SARIDON
Serial Number:	78375164	RENNIE
Serial Number:	78379115	
Serial Number:	78399182	FORTOS
Serial Number:	78487771	

CORRESPONDENCE DATA

Fax Number: (973)235-5450
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 973-235-2122
Email: lorraine.anderson@roche.com
Correspondent Name: Lorraine M. Anderson
Address Line 1: 340 Kingsland Street
Address Line 4: Nutley, NEW JERSEY 07110

DOMESTIC REPRESENTATIVE

Name: Lorraine M. Anderson
Address Line 1: 340 Kingsland Street
Address Line 4: Nutley, NEW JERSEY 07110

NAME OF SUBMITTER:	Lorraine M. Anderson
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Total Attachments: 3
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ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, HLR CONSUMER HEALTH, INC., a corporation organized and existing under the laws of the State of Delaware, located at 340 Kingsland Street, New Jersey 07110 (hereinafter Assignor), has adopted and the trademarks attached as Schedule A; and

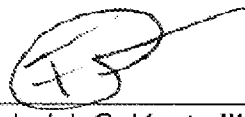
WHEREAS, F. HOFFMANN-LA ROCHE AG., a Swiss corporation, having its principal place of business at Grenzacherstrasse 124, 4002 Basel, Switzerland (hereinafter Assignee) is desirous of acquiring the entire right, title and interest in and to said US trademarks together with that part of the goodwill of the Assignor's business pertaining thereto;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign on a quitclaim basis, effective as of the date of execution of this document unto the said Assignee, its successors and assigns all right, title and interest in and to said US trademarks, together with that part of the goodwill of the business symbolized by the said US trademarks;

This assignment includes the right to sue and recover for all infringements which shall have occurred prior to the effective date hereof.

HLR CONSUMER HEALTH, INC.

By



Frederick C. Kentz III
President and Secretary

Date: 10-29-04

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SCHEDULE A

U.S. Trademark Registrations

Trademark	Reg. No.
SANATOGEN	53028
ZAM-BUK	69876
BEROCCA	349848
REDOXON	2419363

U.S. Trademark Applications

Trademark	App. No.
ELEVIT	75/887328
REDOXON AND DESIGN	76/030826
ELEVIT AND DESIGN	76/235235
MISCELLANEOUS DESIGN - STYLIZED HEART	76/235236
BEROCCA AND DESIGN	76/309986
MISCELLANEOUS DESIGN - FLAMING ARROW	76/309987
TRANSIPEG	76/422577
BEPANTHEN	78/179350
BEPANTHOL	78/179354
BEROCCA PERFORMANCE	78/205050
MISCELLANEOUS DESIGN - SPINE	78/205457
SANATOGEN	78/206422
BEROCCA PERFORMANCE & DESIGN	78/211556
BEROCCA PERFORMANCE & DESIGN	78/211560
SUPRADYN	78/290140
FLANAX	78/375157
SARIDON	78/375162
RENNIE	78/375164
MISCELLANEOUS DESIGN - CIRCLE	78/379115
FORTOS	78/399182
MISCELLANEOUS DESIGN - STYLIZED HEART	78/487771

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE

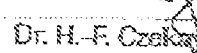
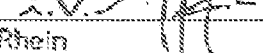
Assignee: F. Hoffmann-La Roche AG

Trademarks: See Schedule A

Lorraine M. Anderson of Hoffmann-La Roche Inc., 340 Kingsland Street, Nutley, New Jersey, is hereby designated assignee's representative upon whom notice or process in proceedings affecting the mark may be served.

F. Hoffmann-La Roche AG

By:

 Dr. H.-F. Czekay Assistant Manager	 J. Rhein Mandatory
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Basel, 11th November 2004

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