

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Westwood-Squibb Pharmaceuticals, Inc.		02/04/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bristol-Myers Squibb Company		
<b>Street Address:</b>	345 Park Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10154		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2727143	KERI IS SO VERY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)546-5664		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212 546-3661		
<b>Email:</b>	gabriela.brown@bms.com		
<b>Correspondent Name:</b>	Bristol-Myers Squibb Company		
<b>Address Line 1:</b>	345 Park Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10154		
<b>NAME OF SUBMITTER:</b>	Nadine P. Flynn		
<b>Signature:</b>	/nadine flynn/		
<b>Date:</b>	02/04/2005		

Total Attachments: 1

**CH \$40.00 2727143**



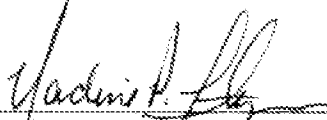
ASSIGNMENT OF TRADEMARK

WHEREAS, Westwood-Squibb Pharmaceuticals, Inc., a corporation of the State of Delaware, with a place of business at 100 Forest Avenue, Buffalo, New York 14213 is the owner of the trademark Reg. No. 2727143, KERI IS SO VERY (hereinafter "the Mark");

WHEREAS, Bristol Myers Squibb Company, a corporation of the State of Delaware, with a place of business at 345 Park Avenue, New York, New York 10154, is desirous of acquiring said rights in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Westwood-Squibb Pharmaceuticals, Inc. does hereby assign unto Bristol-Myers Squibb Company all right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark and the registration thereon, and which issue thereto, together with all accrued causes of action for infringement or misappropriation thereof.

WESTWOOD-SQUIBB PHARMACEUTICALS, INC.

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

Dated: February 4, 2005