

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
Bristol-Myers Squibb Company		04/01/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	E.R. Squibb & Sons LLC
Street Address:	Route 206 & Provinceline Road
City:	Princeton
State/Country:	NEW JERSEY
Postal Code:	08540
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	78197271	CHOICE DM
Serial Number:	78197257	CHOICE DM
Serial Number:	75927364	CHOICE DM
Serial Number:	78330069	CHOICE DM
Serial Number:	78466891	CHOICE DM
Serial Number:	78318046	HEART RIGHT
Serial Number:	78134396	VAGISTAT-3

CORRESPONDENCE DATA

Fax Number: (212)813-5901

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-813-5900

Email: dsullivan@frosszelnick.com

Correspondent Name: J. Allison Strickland

Address Line 1: Fross Zelnick Lehrman & Zissu, P.C.

Address Line 2: 866 United Nations Plaza

900022320

TRADEMARK
REEL: 003057 FRAME: 0675

CH \$190.00 78197271

Address Line 4: New York, NEW YORK 10017

NAME OF SUBMITTER:	J. Allison Strickland
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Signature:	/allison strickland/
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Date:	04/01/2005
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ASSIGNMENT OF TRADEMARKS

WHEREAS, BRISTOL-MYERS SQUIBB COMPANY, a corporation organized and existing under the laws of the State of Delaware, with offices at 345 Park Avenue, New York, New York 10154 ("**Assignor**"), is the owner of the following trademarks listed in the attached schedule (hereinafter, the "**Trademarks**"); and

WHEREAS, E.R. SQUIBB & SONS LLC, a limited liability company organized and existing under the laws of the State of Delaware, with offices at Route 206 & Provinceline Road, Princeton, New Jersey 08540 ("**Assignee**"), is desirous of acquiring the Trademarks as the successor to the ongoing and existing business of the Assignor to which the Trademarks pertain.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

BRISTOL-MYERS SQUIBB COMPANY

By: _____

Name: _____

Title: _____

Date of Signature: _____

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SCHEDULE OF TRADEMARKS

<u>Trademarks</u>	<u>Appln. No.</u>
CHOICE DM	78/197,271
CHOICE DM	78/197,257
CHOICE DM	75/927,364
CHOICE DM	78/330,069
CHOICE DM	78/466,891
HEART RIGHT	78/318,046
VAGISTAT-3	78/134,396