

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		09/12/2005	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	CEO Roundtable on Cancer, Inc.		
Street Address:	3920 Dover Road		
City:	Durham		
State/Country:	NORTH CAROLINA		
Postal Code:	277075157		
Entity Type:	a charitable non-profit corporation:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78415629	CEO CANCER GOLD STANDARD	
Serial Number:	78415641	CEO CANCER GOLD STANDARD, EARLY DETECTION, QUALITY CARE, RISK REDUCTION	
CORRESPONDENCE DATA			
Fax Number:	(610)270-7177		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	610-270-6173		
Email:	christopher.a.sidoti@gsk.com		
Correspondent Name:	Christopher A. Sidoti		
Address Line 1:	709 Swedeland Road		
Address Line 2:	UW2221		
Address Line 4:	King of Prussia, PENNSYLVANIA 19406		
NAME OF SUBMITTER:	Christopher A. Sidoti		
Signature:	/christopher a. sidoti/		
Date:	09/12/2005		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, SmithKline Beecham Corporation (hereinafter "SB"), a Pennsylvania corporation with a business address of One Franklin Plaza, Philadelphia, PA 19102, is the owner of the trademark and trademark registration/application for CEO CANCER GOLD STANDARD, U.S. Serial No. 78/415629 and CEO CANCER GOLD STANDARD (logo), U.S. Serial No. 78/415641, and WHEREAS, CEO Roundtable on Cancer, Inc. (hereinafter "CEO"), a charitable non-profit corporation with a business address of 3920 Dover Road, Durham, NC 27707-5157, is desirous of acquiring said trademark and the registration/pending application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, SB does hereby assign to CEO all right, title and interest in and to the trademarks CEO CANCER GOLD STANDARD and CEO CANCER GOLD STANDARD (logo) and the registration/application therefor, together with the goodwill of the business symbolized thereby.

SmithKline Beecham Corporation

By: 

Christopher Sidoti

Title: *Assistant Secretary*

Date: *September 12, 2005*