

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
E.R. SQUIBB & SONS, L.L.C.		08/31/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	NOVARTIS AG
Street Address:	CH-4002
City:	Basel
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	566190	BUFFERIN
Registration Number:	607840	4 WAY
Registration Number:	632552	FOSTEX
Registration Number:	690107	ALPHA-KERI
Registration Number:	696323	EXCEDRIN
Registration Number:	792839	NODOZ
Registration Number:	858533	KERI
Registration Number:	893563	EXCEDRIN P.M.
Registration Number:	922227	4 WAY
Registration Number:	993314	ALPHA KERI
Registration Number:	1064290	COMTRES
Registration Number:	1280450	ALPHA KERI
Registration Number:	1290700	VAGISTAT
Registration Number:	1390492	4-WAY
Registration Number:	1418063	KERI

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Registration Number:	1485019	DEEPCOLD
Registration Number:	1514299	NO-DOZ
Registration Number:	1575972	MINERAL ICE
Registration Number:	1719772	KERI SILKY SMOOTH
Registration Number:	1785176	BUFFERIN
Registration Number:	2059768	THE HEADACHE MEDICINE
Registration Number:	2080087	CHOICE DM
Registration Number:	2148120	THE EXCEDRIN HEADACHE RESOURCE CENTER
Registration Number:	2166530	
Registration Number:	2257060	CHOICE DM
Registration Number:	2465980	1-800-EXCEDRIN
Registration Number:	2612893	KERI LOTION SKIN RENEWAL
Registration Number:	2727143	KERI IS SO VERY
Registration Number:	2742631	CHOICE DM
Registration Number:	2855228	CHOICE DM
Registration Number:	2915154	CHOICE DM
Registration Number:	2972933	CHOICE DM
Serial Number:	78197257	CHOICE DM
Serial Number:	78330069	CHOICE DM
Serial Number:	78466891	CHOICE DM
Serial Number:	78318046	HEART RIGHT
Serial Number:	78463368	KERI
Serial Number:	78134396	VAGISTAT-3
Serial Number:	75927364	CHOICE DM
Registration Number:	2847045	

CORRESPONDENCE DATA

Fax Number: (973)781-8060
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 862-778-8038
Email: mary.leheny@novartis.com
Correspondent Name: Mary F. Leheny
Address Line 1: One Health Plaza -- Bldg. 104
Address Line 2: Novartis Corp. Intellectual Property
Address Line 4: East Hanover, NEW JERSEY 07936

ATTORNEY DOCKET NUMBER: OTC/9133

DOMESTIC REPRESENTATIVE

Name: Mary F. Leheny
Address Line 1: One Health Plaza -- Bldg. 104
Address Line 2: Novartis Corp. IP Dept.
Address Line 4: East Hanover, NEW JERSEY 07936

NAME OF SUBMITTER:	Mary F. Leheny
Signature:	/Mary F. Leheny/
Date:	10/20/2005

Total Attachments: 3
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source=us.trademarks -- ER Squibb#page3.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, E.R. SQUIBB & SONS, L.L.C., a Delaware Limited Liability Company, with offices at Route 206 & Provinceline Road, Princeton, New Jersey 08540, United States of America ("**Assignor**"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks"); and

WHEREAS, NOVARTIS AG, a Swiss company, located at CH-4002 Basel, Switzerland ("**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 and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

E.R. SQUIBB & SONS, L.L.C.

By: 

Name: Nadine P. Flynn

Title: Assistant Secretary

Date of Signature: August 31, 2005

SCHEDULE OF TRADEMARKS

Registrations

<u>Trademark</u>	<u>Number</u>
1-800-EXCEDRIN	2,465,980
4 WAY	922,227
4-WAY	607,840
4-WAY	1,390,492
ALPHA KERI	993,314
ALPHA KERI	1,280,450
ALPHA-KERI	690,107
BUFFERIN	566,190
BUFFERIN	1,785,176
CHOICE DM	2,257,060
CHOICE DM	2,915,154
CHOICE DM	2,855,228
CHOICE DM	2,742,631
CHOICE DM	2,080,087
CHOICE DM	2,972,933
COMTrex	1,064,290
DEEPCOLD	1,485,019
EXCEDRIN	696,323
EXCEDRIN P.M.	893,563
FOSTEX	632,552
KERI	858,533
KERI	1,418,063
Keri Bottle Design	2,847,045
KERI IS SO VERY	2,727,143
KERI LOTION SKIN RENEWAL	2,612,893
KERI SILKY SMOOTH	1,719,772

Registrations Continued

<u>Trademark</u>	<u>Number</u>
MINERAL ICE	1,575,972
NODOZ	792,839
NO-DOZ	1,514,299
Rep of Flower for Vagistat	2,166,530
Rep of Mountain Design (Mineral Ice Logo)	1,895,842
THE EXCEDRIN HEADACHE RESOURCE CENTER and Design	2,148,120
THE HEADACHE MEDICINE & Design	2,059,768
VAGISTAT	1,290,700

Applications

<u>Trademark</u>	<u>Number</u>
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
KERI	78/463,368
VAGISTAT-3	78/134,396