

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
E.R. Squibb & Sons, LLC		08/31/2005	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Novartis AG		
Street Address:	CH-4002		
City:	Basel		
State/Country:	SWITZERLAND		
Entity Type:	Aktiengesellschaft: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1895842		
CORRESPONDENCE DATA			
Fax Number:	(973)781-8060		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	862-778-8038		
Email:	beth.nussbaum@novartis.com		
Correspondent Name:	Mary F. Leheny		
Address Line 1:	One Health Plaza		
Address Line 2:	Bldg 104		
Address Line 4:	East Hanover, NEW JERSEY 07936		
ATTORNEY DOCKET NUMBER:	RECORDAL OF BMS ASSIGN		
DOMESTIC REPRESENTATIVE			
Name:	Mary Leheny		
Address Line 1:	One Health Plaza		
Address Line 2:	Bldg. 104		

CH \$40.00 1895842

Address Line 4: East Hanover, NEW JERSEY 07936

NAME OF SUBMITTER:

Mary F. Leheny

Signature:

/Mary F. Leheny/

Date:

04/17/2006

Total Attachments: 3

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UNITED STATES OF AMERICA

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

TRADEMARK

REEL: 003290 FRAME 0931

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