

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
Johnson & Johnson		09/21/2007	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Signal Investment & Management Co.		
Street Address:	1105 North Market Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801-1241		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78687429	SLEEPMELTS	
CORRESPONDENCE DATA			
Fax Number:	(423)785-8480		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4237566600		
Email:	djohnson@millermartin.com		
Correspondent Name:	Douglas T. Johnson		
Address Line 1:	Suite 1000 Volunteer Building		
Address Line 2:	832 Georgia Avenue		
Address Line 4:	Chattanooga, TENNESSEE 37402-2289		
ATTORNEY DOCKET NUMBER:	15788-0019		
NAME OF SUBMITTER:	Douglas T. Johnson		
Signature:	/Douglas T. Johnson/		

CH \$40.00 78687429

Date:

10/29/2007

Total Attachments: 4

source=Sleepmelts Assignment#page1.tif

source=Sleepmelts Assignment#page2.tif

source=Sleepmelts Assignment#page3.tif

source=Sleepmelts Assignment#page4.tif

CHATTEM GENERAL ASSIGNMENT

This General Assignment is made and entered into as of the 21st day of September, 2007 between Johnson & Johnson, a New Jersey corporation (hereinafter the "Assignor"), and Signal Investment & Management Co., a Delaware corporation (hereinafter the "Assignee").

WHEREAS, Assignor, Chattem, Inc. a Tennessee corporation, and Pfizer Inc., a Delaware corporation, have entered into an Asset Purchase Agreement made as of the 5th day of October 2006 (hereinafter the "APA") in which Assignor and Pfizer Inc., directly or indirectly through their subsidiaries, have agreed to the transfer of certain assets to Chattem, Inc. or its assignee, including certain trademarks and domain names;

WHEREAS, Chattem, Inc. has assigned its rights to acquire such assets to Assignee;

WHEREAS, included among these assets are certain trademarks and domain names which Pfizer Inc. on its behalf and on the behalf of its subsidiary and affiliated companies (hereinafter individually and collectively "Pfizer") has agreed to sell to Assignor pursuant to a Stock and Asset Purchase Agreement, dated as of June 25, 2006;

WHEREAS, pursuant to the APA, Pfizer has assigned and/or agreed to assign to Assignor the aforesaid trademarks and domain names prior to the effective time of this General Assignment; and

WHEREAS, Assignor, Chattem, Inc. and Assignee have agreed to the transfer of an additional trademark and related domain names pursuant to the terms of the APA.

NOW, THEREFORE, in consideration of the foregoing and the representations, warranties, covenants and agreements contained herein, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns and/or agrees to assign to Assignee all of its right, title and interest in the registered trademark set forth in the attached Schedule A, together with all the goodwill associated with the foregoing.


2. Assignor hereby assigns and/or agrees to assign to Assignee all of its right, title and interest in the domain names set forth in the attached Schedule B.

3. As of the execution of this General Assignment, Assignee shall have all benefits, privileges, causes of action and remedies arising out of or relating to the assigned trademarks and domain names or the exploitation thereof, including without limitation, the right to apply for and maintain all applications, registrations or renewals therefor, to sue for all past and future infringements thereof or other violations of any rights therein, and to settle and retain proceeds from any such action.

4. Assignor agrees to execute, or cause to have executed, any confirmatory trademark assignments or other documents that may be required in addition to the signing of this General Assignment in order to transfer to the Assignee the ownership of the trademarks and domain names as set out herein and in order to effectuate the intent of this General Assignment. This obligation shall expire upon the second anniversary of the date of this General Assignment.

5. The parties agree that nothing in this General Assignment shall be construed to transfer any rights, properties or assets beyond those specifically referenced herein nor shall it derogate from any other agreement including the parties.


JOHNSON & JOHNSON

By: 
Title: Laurence S. Rickles
Assistant Secretary

**SIGNAL INVESTMENT &
MANAGEMENT CO.**

By: 
Title: Assistant Treasurer

CHATTEM, INC.

By: 
Title: Vice President & General Counsel

SCHEDULE A

SLEEPMELTS

Country	Application No.
UNITED STATES	78687429

SCHEDULE B

SLEEPMELTS Domain Names

SLEEPMELTS.COM
SLEEPMELTS.NET
SLEEPMELTS.ORG
SLEEPMELTS.BIZ
SLEEPMELTS.INFO
SLEEPMELTS.US