

## 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
Warner-Lambert Company LLC		10/09/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	American Heart Association, Inc.		
Street Address:	7272 Greenville Avenue		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75231		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2469146	THE CHOLESTEROL LOW DOWN	
Registration Number:	2614230	THE CHOLESTEROL LOW DOWN	
CORRESPONDENCE DATA			
Fax Number:	(202)393-5350		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2026386666		
Email:	dmccoy@jhip.com		
Correspondent Name:	Simor Moskowitz		
Address Line 1:	400 Seventh Street, N.W.		
Address Line 2:	Jacobson Holman PLLC		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Simor Moskowitz		
Signature:	/Simor Moskowitz/		
Date:	10/29/2007		

TRADEMARK

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Total Attachments: 2  
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## UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, WARNER-LAMBERT COMPANY LLC, a Delaware limited liability company organized under the laws of the state of Delaware, having its principal place of business at 235 East 42<sup>nd</sup> Street, New York, New York 10017 ("Assignor") is the owner of the following trademarks ("Trademarks") and registrations now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
THE CHOLESTEROL LOW DOWN	2469146	July 17, 2001
THE CHOLESTEROL LOW DOWN (& Design)	2614230	September 3, 2002

And WHEREAS, AMERICAN HEART ASSOCIATION, INC., a corporation organized under the laws of the state of New York, having its principal place of business at 7272 Greenville Avenue, Dallas, Texas 75231 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to said Trademarks; and

Now, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee, its successors and assigns, all right, title and interest in and to the Trademarks and said registrations in the United States and all of the goodwill associated therewith, together with the right to recover damages and profits and all other remedies for past infringements thereof.

Signed this 9<sup>TH</sup> day of October, 2007

Warner-Lambert Company LLC

By: Arthur A. Silverstein

Name: Arthur A. Silverstein

Title: Assistant Secretary

State of New York )

ss:

County of New York )

United States of America )

On this 9th day of **October, 2007** before me personally appeared **Arthur A. Silverstein**, to me known, who, being duly sworn, did say that he is **Assistant Secretary** and that he duly executed the foregoing instrument for and on behalf of **Warner-Lambert Company LLC**, being duly authorized to do so and that said individual acknowledged said instrument to be the free act and deed of said corporation.

Salime Vasquez  
Notary Public

SALIME VASQUEZ  
Notary Public, State of New York  
No. 01465034284 Qualified in Nassau County  
Office Filed in New York County  
Commission Expires March 23, 2010

