

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Oy Pharmareal Ab</td> <td></td> <td>05/30/2008</td> <td>CORPORATION: FINLAND</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Oy Pharmareal Ab		05/30/2008	CORPORATION: FINLAND			
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Oy Pharmareal Ab		05/30/2008	CORPORATION: FINLAND								
<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Irish Response Limited</td> </tr> <tr> <td><b>Street Address:</b></td> <td>Unit 7, Racecourse Business Park</td> </tr> <tr> <td><b>City:</b></td> <td>Ballybrit, Galway</td> </tr> <tr> <td><b>State/Country:</b></td> <td>IRELAND</td> </tr> <tr> <td><b>Entity Type:</b></td> <td>COMPANY: IRELAND</td> </tr> </table>	<b>Name:</b>	Irish Response Limited	<b>Street Address:</b>	Unit 7, Racecourse Business Park	<b>City:</b>	Ballybrit, Galway	<b>State/Country:</b>	IRELAND	<b>Entity Type:</b>	COMPANY: IRELAND	
<b>Name:</b>	Irish Response Limited										
<b>Street Address:</b>	Unit 7, Racecourse Business Park										
<b>City:</b>	Ballybrit, Galway										
<b>State/Country:</b>	IRELAND										
<b>Entity Type:</b>	COMPANY: IRELAND										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Registration Number:</td> <td>2742156</td> <td>VIVIDA</td> </tr> </table>	Property Type	Number	Word Mark	Registration Number:	2742156	VIVIDA					
Property Type	Number	Word Mark									
Registration Number:	2742156	VIVIDA									
<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (212)813-5901</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212-813-5900</p> <p>Email: anicolescu@fzlz.com</p> <p>Correspondent Name: J. ALLISON STRICKLAND</p> <p>Address Line 1: FROSS ZELNICK LEHRMAN &amp; ZISSU, P.C.</p> <p>Address Line 2: 866 UNITED NATIONS PLAZA</p> <p>Address Line 4: NEW YORK, NEW YORK 10017</p>											
<b>ATTORNEY DOCKET NUMBER:</b>	IRES 9707716										
<b>DOMESTIC REPRESENTATIVE</b>											
<p>Name:</p> <p>Address Line 1:</p> <p>Address Line 2:</p> <p>Address Line 3:</p>											

CH \$40.00 2742156

**900151917**

**TRADEMARK**  
**REEL: 004129 FRAME: 0882**

Address Line 4:

NAME OF SUBMITTER:

J. Allison Strickland

Signature:

/anca nicolescu/

Date:

01/12/2010

Total Attachments: 4

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THIS ASSIGNMENT is made the 30<sup>th</sup> day of May Two Thousand and Eight  
BETWEEN OY PHARMAREAL AB (formerly Oy Vivipharma Ab), a Finnish  
company of Mannerheimintie 14 A, 00100 Helsinki, Finland (hereinafter  
referred to as the "Assignor") of the First Part

AND IRISH RESPONSE LIMITED, an Irish company of Unit 7, Racecourse  
Business Park, Ballybrit, Galway, Ireland (hereinafter referred to as the  
"Assignee") of the Second Part.

WHEREAS the Assignor is the registered proprietor of Registrations  
(hereinafter referred to as the "Registrations") for Trade Marks (hereinafter  
referred to as the "Trade Marks") short particulars of which are set forth in the  
Schedule attached hereto.

AND WHEREAS the Assignor has agreed with the Assignee to transfer unto  
the Assignee all its right, title, share and interest in and to the Trade Marks, the  
Registrations together with the goodwill of the business associated with and  
symbolised by the Trade Marks.

NOW THIS DEED WITNESSETH that in consideration of these premises and  
of the sum of Ten Euro (€10.00) paid by the Assignee to the Assignor, the  
receipt of which the Assignor does hereby acknowledge, the Assignor as  
beneficial owner hereby assigns unto the Assignee all the property, right, title,  
share and interest in and to the Trade Marks, the Registrations TOGETHER  
with the goodwill of the business associated with and symbolised by the Trade  
Marks, TO HOLD unto the Assignee absolutely.

AND the Assignor hereby covenants with the Assignee that at the expense of the Assignee, it shall execute all such documents, forms and authorisations and depose to or swear any and all declarations or oaths as may be required for the purpose of absolutely vesting and recording the rights assigned hereunder in the Assignee.

# **SCHEDULE**

Reg. No.	Trade Mark	Class(es)	Country
607,832	VIVISCAL	5	Australia
719,880	VIVIDA	3, 5	Australia
0519845	ViviScal	5	Benelux
817984089	VIVISCAL	3.20	Brazil
817984097	VIVISCAL	5.18	Brazil
818949783	VIVISCAL	5.20	Brazil
819783935	VIVISCAL	29.20	Brazil
818949775	VIVIDA	5	Brazil
TMA485,262	VIVISCAL	3, 5	Canada
TMA450,974	VIVIDA	3, 5	Canada
1,002,512	VIVISCAL	3	China
1,128,738	VIVISCAL	5	China
1,002,513	VIVIDA	3	China
1,128,739	VIVIDA	5	China
VR199600108	VIVISCAL	3	Denmark
27258	VIVIDA	5	Estonia
4127241	VIVISCAL	5	Japan
228,722	VIVISCAL	5	New Zealand

Reg. No.	Trade Mark	Class(es)	Country
202,967	VIVISCAL	3	Norway
168,641	VIVIDA	5	Russia
T9306019D	VIVISCAL	5	Singapore
337,444	VIVISCAL	3	Sweden
2,742,156	VIVIDA	5	United States of America

IN WITNESS WHEREOF the parties hereto have set their hands the day and  
year first above written.

For and on behalf of

OY PHARMAREAL AB

BY: *Harri Siivonen*  
CAPACITY: Director

in the presence of:

*Geraldine Keane*  
GERALDINE KEANE

(WITNESSES)

BY: \_\_\_\_\_

CAPACITY: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(WITNESSES)

For and on behalf of

IRISH RESPONSE LIMITED

BY:  \_\_\_\_\_

CAPACITY: Director

in the presence of:

\_\_\_\_\_  
\_\_\_\_\_  
(WITNESSES)

BY:  \_\_\_\_\_

CAPACITY: Director

\_\_\_\_\_  
\_\_\_\_\_  
(WITNESSES)