

**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>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Oy Vivipharma Marketing AB		05/30/2008	JOINT STOCK COMPANY: FINLAND
<b>RECEIVING PARTY DATA</b>			
<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>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2086712	VIVISCAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-813-5900		
<b>Email:</b>	anicolescu@fzlz.com		
<b>Correspondent Name:</b>	KAREN LIM		
<b>Address Line 1:</b>	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
<b>Address Line 2:</b>	866 UNITED NATIONS PLAZA		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	IRES 0306055		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			

CH \$40.00 2086712

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Karen Lim

Signature:

/anca nicolescu/

Date:

05/24/2010

**Total Attachments: 3**

source=Executed assignment to Irish Response Ltd (F0629597)#page1.tif

source=Executed assignment to Irish Response Ltd (F0629597)#page2.tif

source=Executed assignment to Irish Response Ltd (F0629597)#page3.tif

THIS ASSIGNMENT is made the 30<sup>th</sup> day of May Two Thousand and Eight  
BETWEEN OY VIVIPHARMA MARKETING AB, a Finnish company of  
Sepontie 3, FI-02130 Espoo, 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
20188	VIVISCAL	3, 5	Estonia
233,066	VIVIDA	3, 5	Ireland
233,067	VIVISCAL	3, 5	Ireland
913831	VIVISCAL	5	Mexico
229,537	VIVISCAL	5	Norway
77349	VIVISCAL	5	Ukraine
2,086,712	VIVISCAL	5	United States of America
2,003,811	VIVISCAL	3	United Kingdom
2,393,334	VIVISCAL	5	United Kingdom
2,412,285	VIVISCAL	3, 5	United Kingdom
2,372,718	VIVIDA	5	United Kingdom

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

For and on behalf of

OY VIVIPHARMA MARKETING AB

BY: [Signature]

CAPACITY: Plan. Dir.



in the presence of:

Geraldine Keane

(WITNESSES)

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

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

(WITNESSES)

For and on behalf of

IRISH RESPONSE LIMITED

BY: [Signature]  
JAMES MURPHY.  
CAPACITY: Director

in the presence of:

Geraldine Keane

(WITNESSES)

BY: [Signature]  
TOM TICKNEY.

CAPACITY: Director

Geraldine Keane

(WITNESSES)

I, Fiona Gorman, hereby certify that the foregoing is a true and accurate copy of a Deed of Assignment dated May 30, 2008.

[Signature]  
FIONA GORMAN