

TRADEMARK ASSIGNMENT

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 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
ViiV Healthcare Limited		08/04/2010	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	ViiV Healthcare Company		
Street Address:	Corporation Service Company, 2711 Centerville Road, Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77792923	POSITIVE ACTION	
Serial Number:	77792450	POSITIVE ACTION	
Serial Number:	77809275	VIIV HEALTHCARE	
CORRESPONDENCE DATA			
Fax Number:	(704)625-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	919 4839618		
Email:	trademarks@gsk.com		
Correspondent Name:	Diane K. Fry		
Address Line 1:	Five Moore Drive		
Address Line 2:	C.3206.3D		
Address Line 4:	Research Triangle Pa, NORTH CAROLINA 27709		
ATTORNEY DOCKET NUMBER:	POSITIVE ACTION VIIV		
NAME OF SUBMITTER:	Diane K. Fry, NY bar member		

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 REEL: 004255 FRAME: 0462**

Signature:	/dkf/
Date:	08/05/2010
Total Attachments: 2 source=viiv#page1.tif source=viiv#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") dated as of August 4, 2010, the ("Effective Date"), is from ViiV Healthcare Limited, a United Kingdom corporation with a place of business at 980 Great West Road Brentford, Middlesex, United Kingdom TW89GS (the "Assignor"), to ViiV Healthcare Company, a Delaware corporation with a place of business at Corporation Service Company, 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808, United States (the "Assignee").

WITNESSETH:

WHEREAS, Assignor is the sole and exclusive owner of certain trademarks, set forth below, either registered with the United States Patent & Trademark Office applications for federal registration have been submitted:

<u>Mark</u>	<u>U.S. App. Ser. No.</u>
POSITIVE ACTION & Design	77/792,923
POSITIVE ACTION & Design (in colour)	77/792,450
VIIV HEALTHCARE & Design	77/809,275

WHEREAS, Assignor, is transferring all the Marks, to Assignee; and

WHEREAS, Assignor has agreed to assign to Assignee, and Assignee has agreed to accept from Assignor all right, title and interest in and to the Marks, together with the goodwill of the business, and all common law rights, associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Effective as of the Effective Date, Assignor hereby assigns, transfers and conveys to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, any and all common law rights, title and interest associated with the Marks, and all causes of action, claims and demands and other rights for, or arising from, any infringement, including past infringements, of the Marks.

2. Assignor further agrees to cause to be performed such other lawful acts and to be executed such confirmatory assignments and other legal documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of each of the rights hereby conveyed.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the Effective Date.

Assignor:

ViiV Healthcare Limited

By: *Sophie Boet*

Printed Name: SOPHIE BOET

Title: AUTHORIZED ATTORNEY

Assignee:

ViiV Healthcare Company

By: *Maribeth Day Case*

Printed Name: Maribeth Day Case

Title: Attorney in Fact