

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
ACRUX COMMERCIAL PTY LTD.		08/11/2010	COMPANY: AUSTRALIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ELI LILLY AND COMPANY		
<b>Street Address:</b>	Lilly Corporate Center		
<b>City:</b>	Indianapolis		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46285		
<b>Entity Type:</b>	CORPORATION: INDIANA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77807334	AXERON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212) 949-9022		
<b>Email:</b>	JMStarzynski@lawabel.com		
<b>Correspondent Name:</b>	Victor M. Tannenbaum		
<b>Address Line 1:</b>	666 Third Avenue		
<b>Address Line 2:</b>	10th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	8004079		
<b>NAME OF SUBMITTER:</b>	Victor M. Tannenbaum		
<b>Signature:</b>	/VMT/		
<b>Date:</b>	09/22/2010		

CH \$40.00 77807334

Total Attachments: 3

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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **ACRUX COMMERCIAL PTY LTD**, a company organized and existing under the laws of Australia, with an office at 103-113 Stanley Street, West Melbourne, Victoria, 3003, Australia (hereinafter called the ASSIGNOR) is the owner of the following trademark for which application for registration has been filed in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Number</u>
AXERON	77/807334 (Appl.)

AND WHEREAS, **ELI LILLY AND COMPANY**, a corporation, organized and existing under the laws of the State of Indiana, United States of America, with an office at Lilly Corporate Center, City of Indianapolis, State of Indiana 46285, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the eventual registration thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark, trademark application and eventual trademark registration together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this *11<sup>th</sup>* day of *August*, 2010.

**ACRUX COMMERCIAL PTY LTD**

By \_\_\_\_\_ 

Title: *Company Secretary*

NOTARIAL CERTIFICATE - Company

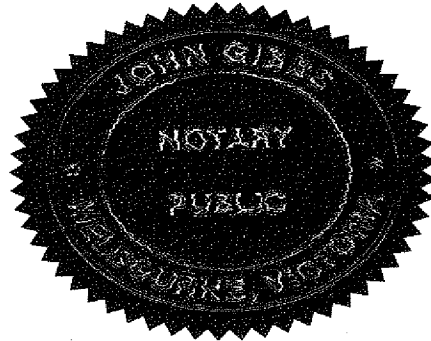
On this *14th* day of *August* 2010, before me personally appeared *Jonathan Petcher*, to me known, who, being by me duly sworn, did depose and say that he is the *Company Secretary* of the company described in and which executed the foregoing document and that he signed his name thereto.

(Notarial Seal)

*John Gibbs*

Notary Public

**John Gibbs Notary Public**  
43 Bowen St, Malvern East  
Victoria, Australia



UNITED STATES

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REVOCATION  
AND  
NEW POWER OF ATTORNEY

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Mark: AXERON  
Registration:  
Serial No.: 77/807334  
Class(es):  
Owner: Eli Lilly and Company

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation

Lawrence E. Abelman  
Jeffrey A. Schwab  
Victor M. Tannenbaum  
Peter J. Lynfield  
Caridad Piñeiro Scordato  
Julianne Abelman

Thomas E. Spath  
Julie B. Seyler  
Marie-Anne Mastrovito  
Constance Golden  
Frank Terranella

members of the Bar of the State of New York, whose address is

**ABELMAN, FRAYNE & SCHWAB**  
666 Third Avenue  
New York, New York 10017-5621, U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

By *Douglas K. Norman* <sup>BML</sup>  
Douglas K. Norman  
Vice President-General Patent Counsel  
Date August 24, 2010