

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Roche Diagnostics GmbH		09/02/2011	LIMITED LIABILITY COMPANY: GERMANY
RECEIVING PARTY DATA			
Name:	SANOFI		
Street Address:	174, Avenue de France		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75013		
Entity Type:	Societe Anonyme: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77764314	GO BEYOND	
CORRESPONDENCE DATA			
Fax Number:	(212)784-5777		
Phone:	212-784-5800		
Email:	trademarks@hblaw.com, jbernard@hblaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Hiscock & Barclay LLP - Mark I. Peroff		
Address Line 1:	Seven Times Square - 44th Floor		
Address Line 4:	NEW YORK, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	311459.3053703		
DOMESTIC REPRESENTATIVE			
Name:	Hiscock & Barclay LLP - Mark I. Peroff		
Address Line 1:	Seven Times Square - 44th Floor		

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**TRADEMARK
 REEL: 004638 FRAME: 0020**

Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:

Mark I. Peroff

Signature:

/Mark I. Peroff/

Date:

10/07/2011

Total Attachments: 2

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Assignment of Trademark

WHEREAS, **ROCHE DIAGNOSTICS GmbH**, a German limited liability company, with a business address of **Sandhofer Strasse 116, 68305 Mannheim, Federal Republic of Germany** (hereinafter "Assignor") is the owner of **U.S. application Serial No. 77,764,314** for "**GO BEYOND**" (hereinafter referred to as "the said mark"), and has applied to register the said mark in the United States Patent and Trademark Office; and

WHEREAS, **SANOFI**, a French Societe Anonyme, with a business address of **174, Avenue de France, 75013 Paris, France** (hereinafter "Assignee") is the successor to Assignor of the ongoing and existing business, or portion thereof, to which the said mark pertains, and is desirous of acquiring any and all rights that Assignor may have in and to the said mark and the application for registration thereof, together with any and all goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the said mark throughout the world, and the applications for registration of the said mark filed by Assignor in the United States of America and throughout the world, together with any and all goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments and assignments, and to perform any other reasonable acts Assignee may require in order to vest all of Assignor's right, title, and interest in and to the said mark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

The effective date of this assignment shall be 11 May 2011.

ROCHE DIAGNOSTICS GMBH

i. v.

i. v.

By: 

Print Name: **Dr. Pascal Hofer**

Title: **Legal Counsel**

Dated: **03 August 2011**



Catherine Bidet

Head of Trademarks

SANOFI



By: _____

Print Name: **Joëlle SAINT-HUGOT**

Title: **Senior Director Trademarks**

Dated: **2 September 2011**

TRADEMARK

REEL: 004638 FRAME: 0022

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Ref.: 311459.3053703

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In re Trademark Application of :
Sanofi :
Mark: **GO BEYOND** :
Ser. No.: 77/764,314 :
Filed: June 19, 2009 :
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**POWER OF ATTORNEY AND
APPOINTMENT OF DOMESTIC REPRESENTATIVE**

We, Sanofi, hereby revoke all previously-granted Powers of Attorney and appoint Mark I. Peroff, Keith E. Danish, Ronald S. Kareken and Alpa V. Patel, each a member of the Bar of the State of New York; Darren W. Saunders, a member of the Bar of the States of New York and Connecticut; and all other member of the Bar of the State of New York in the firm of HISCOCK & BARCLAY, LLP, Seven Times Square, New York, New York 10036, Telephone No. (212) 784-5800, Facsimile No. (212) 784-5777, as our attorneys with full powers of substitution and revocation to transact all business in the United States Patent & Trademark Office in connection with the above referenced application, which is owned by our company.

HISCOCK & BARCLAY, LLP is also hereby designated as our representative upon whom notices or process in proceedings affecting the application/registration may be served.

Please address all correspondence in this matter to the attention of:

Mark I. Peroff, Esq.
HISCOCK & BARCLAY, LLP
Seven Times Square
New York, New York 10036
Telephone: (212) 784-5800
Facsimile: (212) 784-5777

SANOFI



Date: 28 September, 2011

By: _____

Print Name: J. SANIT-HUGOT

Title: Senior Director Trademark