

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
Ivy Animal Health, Inc.		10/31/2012	CORPORATION: KANSAS

RECEIVING PARTY DATA

Name:	Eli Lilly and Company
Street Address:	Lilly Corporate Center
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46285
Entity Type:	CORPORATION: INDIANA

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	2698248	AGSPAN
Registration Number:	2217656	BENCHMARK
Registration Number:	2133283	COMPONENT
Registration Number:	2173547	COMPONENT ONE GUN
Registration Number:	1096435	COMPUDOSE
Registration Number:	3406846	DELIVERING PLATE-FRIENDLY VALUE
Registration Number:	2236067	ENCORE
Registration Number:	2596273	ETOOLS
Registration Number:	3029645	HEIFERMAX
Registration Number:	1751786	IMPLUS-H
Registration Number:	3383018	IVY NATURAL SOLUTIONS
Registration Number:	2204294	
Registration Number:	3389906	
Registration Number:	2122434	

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Registration Number:	3231713	
Registration Number:	2984283	
Registration Number:	2904562	THE PERFORMANCE PROFESSIONALS
Registration Number:	2154254	V NET
Registration Number:	2265267	VETLIFE
Registration Number:	1865145	VETLIFE

CORRESPONDENCE DATA

Fax Number: 3172761919
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 317-276-9624
Email: trademarks@lilly.com
Correspondent Name: Robert E. Lee, Jr.
Address Line 1: Lilly Corporate Center
Address Line 4: Indianapolis, INDIANA 46285

NAME OF SUBMITTER:	Robert E. Lee, Jr.
Signature:	/reljr44/
Date:	11/07/2012

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK

WHEREAS, **IVY ANIMAL HEALTH, INC.**, a Delaware corporation (the "Assignor") having its principal place of business at 9111 Barton Street, Overland Park, KS 66214, United States of America owns the trademarks ("Marks") and the United States trademark registrations ("Registrations") listed on the attached Schedule A; and

Please see the attached schedule of marks

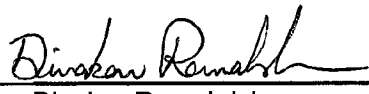
WHEREAS, **Eli Lilly and Company** ("ASSIGNEE"), a corporation organized under the laws of the **State of Indiana**, with a place of business at **Lilly Corporate Center, Indianapolis, IN 46285, USA**, desires to acquire all rights to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE, all rights to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized officer or representative, effective as the date written below.

Ivy Animal Health Inc.

Date: October 31st, 2012

By: 
Name: Divakar Ramakrishnan
Title: President, Ivy Animal Health

SCHEDULE OF MARKS

Mark Name	Country	Application Number	Registration Number	Renewal Date
AGSPAN	United States	76042243	2698248	3/18/2013
BENCHMARK	United States	75173878	2217656	1/12/2019
COMPONENT	United States	75113716	2133283	1/27/2018
COMPONENT ONE GUN	United States	75113717	2173547	7/14/2018
COMPUDOSE	United States	73138070	1096435	7/18/2018
DELIVERING PLATE-FRIENDLY VALUE	United States	78723507	3406846	4/1/2018
ENCORE	United States	75204447	2236067	3/30/2019
eTools	United States	76102457	2596273	7/16/2022
HEIFERMAX	United States	76361538	3029645	12/13/2015
IMPLUS-H	United States	74219005	1751786	2/9/2013
IVY NATURAL SOLUTIONS	United States	78757274	3383018	2/12/2018
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MISCELLANEOUS DESIGN (CIRCLE)	United States	75138931	2204294	11/17/2018
MISCELLANEOUS DESIGN (LEAF)	United States	78723614	3389906	2/26/2018
MISCELLANEOUS DESIGN (TRIANGLE)	United States	75149842	2122434	12/16/2017
RED BAND design mark	United States	76134976	3231713	4/17/2017
RED BAND design mark	United States	76102128	2984283	8/9/2015
THE PERFORMANCE PROFESSIONAL	United States	76561690	2904562	11/23/2014
V NET	United States	75149843	2154254	4/28/2018
VETLIFE	United States	75129014	2265267	7/27/2019
VETLIFE	United States	74312173	1865145	11/29/2014