

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 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
Johnson & Johnson		03/20/2013	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Chattem, Inc.		
Street Address:	1715 West 38th Street		
City:	Chattanooga		
State/Country:	TENNESSEE		
Postal Code:	37409		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3092967	ROLAIDS	
Registration Number:	0591597	ROLAIDS	
Registration Number:	2732119	ROLAIDS RELIEF MAN AWARD	
Registration Number:	3847089	ROLAIDS RELIEFMAN AWARD	
Registration Number:	1779450	ROLAIDS SPELLS RELIEF	
Serial Number:	85130821	ROLAIDS ICE	
Serial Number:	85298388	ROLAIDS TO GO	
CORRESPONDENCE DATA			
Fax Number:	4237858480		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4237566600		
Email:	djohnson@millermartin.com		
Correspondent Name:	Douglas T. Johnson		
Address Line 1:	832 Georgia Avenue		

CH \$190.00 3092967

Address Line 2: Suite 1000 Volunteer Building
Address Line 4: Chattanooga, TENNESSEE 37402-2289

ATTORNEY DOCKET NUMBER:	15788-0019
NAME OF SUBMITTER:	Douglas T. Johnson
Signature:	/Douglas T. Johnson/
Date:	03/22/2013

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS – U.S.

McNEIL-PPC, INC., a New Jersey corporation (“Seller”), and CHATTEM, INC., a Tennessee corporation (“Assignee”), entered into an Asset Purchase Agreement dated as of November 27, 2012 (the “Asset Purchase Agreement”), pursuant to which Seller agreed to sell or caused to be sold by Seller and the Divesting Entities, and Assignee agreed to purchase and acquire, the Purchased Assets relating to the ROLAIDS® product line;

WHEREAS, JOHNSON & JOHNSON, a New Jersey corporation and one of the Divesting Entities under the Asset Purchase Agreement (“Assignor”) is the record owner of the U.S. Trademark Rights identified on Exhibit A included among the Purchased Assets;

WHEREAS, Assignee is desirous of acquiring such U.S. Trademark Rights;

NOW THEREFORE, for good and valuable consideration paid by Assignee to Seller, the receipt and sufficiency of which is hereby acknowledged:

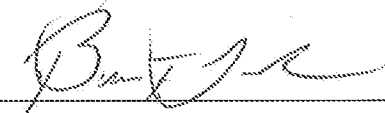
1. Assignor does hereby irrevocably assign, transfer, convey and deliver to Assignee, effective as of January 4, 2013, and Assignee hereby accepts, all right, title and interest of Assignor in and to the U.S. Trademark Rights, including the good will of the business associated with the use of and symbolized by the U.S. Trademark Rights (if any).

2. Assignee shall have all benefits, privileges, causes of action and remedies arising out of or relating to the U.S. Trademark Rights or the exploitation thereof, including without limitation, the right to apply for and maintain all applications, registrations or renewals

therefor, to sue for all past and future infringements thereof, and to settle and retain proceeds from any such action.

IN WITNESS WHEREOF, each of the Assignor and Assignee has caused this Assignment to be executed and delivered by its duly authorized representative as of the dates set forth below.

JOHNSON & JOHNSON

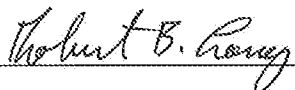
By: 

Name: Brian T. Jaedicke

Title: Assistant Secretary

Date: March 20, 2013

CHATTEM, INC.

By: 


Name: Robert B. Long

Title: Executive Vice President

Date: March 22, 2013

EXHIBIT A

U.S. Trademarks

Trademark	Logo	Application number	Application date	Registration number	Registration date
ROLAIDS		78/635882	24-May-05	3092967	16-May-06
ROLAIDS		71/653424	21-Sep-53	591597	22-Jun-54
ROLAIDS ICE		85/130821	16-Sep-10		
ROLAIDS RELIEF MAN AWARD		78/122205	17-Apr-02	2732119	1-Jul-03
ROLAIDS RELIEF MAN AWARD & LOGO		77/775227	7-Jul-09	3847089	14-Sep-10
ROLAIDS SPELLS RELIEF		74/115039	13-Nov-90	1779450	29-Jun-93
ROLAIDS TO GO		85/298388	19-Apr-11		