

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM345255

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	02/26/2015		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GlaxoSmithKline LLC		06/18/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GlaxoSmithKline Consumer Healthcare (UK) IP LTD		
<b>Street Address:</b>	980 Great West Road		
<b>City:</b>	Brentford, Middlesex		
<b>State/Country:</b>	ENGLAND		
<b>Postal Code:</b>	TW89GS		
<b>Entity Type:</b>	Private Company Limited by Shares: ENGLAND		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86286091	STRIVE 2 QUIT	
<b>Serial Number:</b>	77617592	POPPAC	
<b>Serial Number:</b>	86286203	EQUIP· ENCOURAGE· EMPOWER	
<b>Serial Number:</b>	86286194	STRIVE 2 QUIT	
<b>Serial Number:</b>	77669373	CQ STEP 1 CQ STEP 2 CQ STEP 3	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	trademarks@gsk.com		
<b>Correspondent Name:</b>	Terence A. Dixon		
<b>Address Line 1:</b>	5 Crescent Drive		
<b>Address Line 2:</b>	NY0300		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19112		
<b>ATTORNEY DOCKET NUMBER:</b>	PRJ/7083423/NMF		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Terence A. Dixon		

CH \$140.00 86286091

<b>Address Line 1:</b>	5 Crescent Drive
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19112
<b>NAME OF SUBMITTER:</b>	Angela L. Wilson
<b>SIGNATURE:</b>	/Angela L. Wilson/
<b>DATE SIGNED:</b>	06/19/2015
<b>Total Attachments: 2</b> source=CH Confirmatory Assignment - USA - GSK LLC to GSK Consumer Healthcare (UK) Ltd#page1.tif source=CH Confirmatory Assignment - USA - GSK LLC to GSK Consumer Healthcare (UK) Ltd#page2.tif	

Assignment of Trademarks - Confirmatory Statement

BETWEEN:

**GlaxoSmithKline LLC**  
Corporation Service Company  
2711 Centerville Road, Suite 400,  
Wilmington, County of New Castle, Delaware, 19808,  
United States  
(hereinafter called "assignor"),

AND

**GlaxoSmithKline Consumer Healthcare (UK) IP Limited**  
980 Great West Road,  
Brentford, Middlesex,  
TW8 9GS,  
England  
(hereinafter called "assignee")

1. The assignor was the owner of the registrations and applications as shown on the attached schedule.
2. The assignor hereby confirms having assigned these trademarks, the entire interest and goodwill, the registrations and applications and the rights attached thereto, to the assignee, who confirms having accepted the assignment.
3. The assignee shall pay \$1.00 to the assignor for the acquired rights.
4. This document is destined for the recordal of the assignment in the U.S. Patent and Trademark Office.

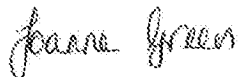
Done in one copy and in good faith

The undersigned, **GlaxoSmithKline LLC**

Place: Brentford, England

Date: 18 June 2015

Signature:



Name:

**Joanne B. Green**

Title:

**As Authorised Attorney**

The undersigned, **GlaxoSmithKline Consumer Healthcare (UK) IP Limited**

Place: Brentford, England

Date: 18 June 2015

Signature:



Name:

**Sophie Bode**

Title:

**As Attorney**

SCHEDULE

MARK	App. No	Status
STRIVE 2 QUIT	86286091	Application
POPPAC	3642906	Registered
EQUIP, ENCOURAGE, EMPOWER (stylized)	86286203	Application
STRIVE 2 QUIT (stylized) and smoke device	86286194	Application
CQ and device (man on 3 steps labeled)	3679202	Registered