

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM349597

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/26/2015		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GlaxoSmithKline Consumer Healthcare, L.P.		07/29/2015	LIMITED LIABILITY LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	GlaxoSmithKline Consumer Healthcare (UK) IP Ltd		
Street Address:	980 Great West Road		
City:	Brentford, Middlesex		
State/Country:	ENGLAND		
Entity Type:	Private Company Limited by Shares: ENGLAND		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2041455	COMMITTED QUITTERS	
Registration Number:	2077302	COMMITTED QUITTERS	
Registration Number:	3030589	INDIVIDUALIZED STOP SMOKING PROGRAM COMM	
Registration Number:	3121719	COMMITTED QUITTERS	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	trademarks@gsk.com		
Correspondent Name:	Terence A. Dixon		
Address Line 1:	5 Crescent Drive		
Address Line 2:	NY0300		
Address Line 4:	Philadelphia, PENNSYLVANIA 19112		
ATTORNEY DOCKET NUMBER:	PRJ/7063523		
NAME OF SUBMITTER:	Terence A. Dixon		
SIGNATURE:	/tad/		
DATE SIGNED:	07/29/2015		
Total Attachments: 2			
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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, GlaxoSmithKline Consumer Healthcare, L.P., a Delaware limited partnership having a place of business at 2711 Centerville Road, Wilmington, Delaware 19808, U.S.A. ("Assignor") owned certain trademarks and/or service marks in the U.S., and the U.S. applications and/or registrations for such marks, as set forth in Exhibit A attached hereto and incorporated herein by this reference (the "Marks"); and

WHEREAS, Assignor assigned all of the right, title and interest of Assignor in and to the Marks, together with the goodwill of the business symbolized by the Marks, to GlaxoSmithKline Consumer Healthcare (UK) IP Limited, a private company limited by shares and registered in England, having a place of business at 980 Great West Road, Brentford, Middlesex, TW8 9GS England ("Assignee"), pursuant to a certain Intellectual Property Assignment (the "IP Assignment") dated 26 February, 2015.

NOW, THEREFORE, Assignor hereby confirms that for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which hereby is acknowledged, it sold, transferred, assigned and conveyed to Assignee, pursuant to the IP Assignment, Assignor's entire right, title and interest in and to the Marks in the U.S., and to the U.S. applications and/or registrations for the Marks, together with the goodwill of the business symbolized by the Marks, effective as of the date of the IP Assignment.

IN WITNESS WHEREOF, Assignor has caused this Confirmatory Trademark Assignment to be duly executed by an authorized representative on this 29 day of July, 2015.

GlaxoSmithKline Consumer Healthcare, L.P.



Name: Terence A. Dixon
Title: Authorized Representative

EXHIBIT A
Trademark Schedule

Mark	Application #	Registration #
COMMITTED QUITTERS	75016482	2041455
COMMITTED QUITTERS AND device	75111489	2077302
COMMITTED QUITTERS device (in colour)	78417996	3030589
COMMITTED QUITTERS device (in colour)(Version 2)	78453137	3121719