

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM359258

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	02/26/2015

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Novartis AG		10/20/2015	CORPORATION: SWITZERLAND

## RECEIVING PARTY DATA

<b>Name:</b>	Novartis Consumer Health S.A.
<b>Street Address:</b>	Route de l'Etraz
<b>City:</b>	1197 Prangins
<b>State/Country:</b>	SWITZERLAND
<b>Entity Type:</b>	private company limited by shares: SWITZERLAND

## PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
<b>Registration Number:</b>	3843122	BENEFIBER
<b>Registration Number:</b>	1792114	BENEFIBER
<b>Serial Number:</b>	86159946	BENEFIBER
<b>Serial Number:</b>	86173417	
<b>Registration Number:</b>	3998442	BENEFIBER PLUS HEART HEALTH
<b>Serial Number:</b>	86227024	BENEFIBER FIBER SUPPLEMENT
<b>Serial Number:</b>	85513697	BETTER IT WITH BENEFIBER

## CORRESPONDENCE DATA

Fax Number: 2157517066

*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.*

Phone: 2157517547

Email: trademarks@gsk.com

Correspondent Name: Charles M. Atkinson

Address Line 1: 5 Crescent Drive

Address Line 2: NY0300

Address Line 4: Philadelphia, PENNSYLVANIA 19112

ATTORNEY DOCKET NUMBER: PRJ 7063522/MAS/095

## DOMESTIC REPRESENTATIVE

<b>Name:</b>	Charles M. Atkinson
<b>Address Line 1:</b>	5 Crescent Drive
<b>Address Line 2:</b>	NY0300
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19112
<b>NAME OF SUBMITTER:</b>	Charles M. Atkinson
<b>SIGNATURE:</b>	/cma/
<b>DATE SIGNED:</b>	10/20/2015
<b>Total Attachments: 2</b> source=CH Confirmatory Assignment-USA-Novartis AG to Novartis CH SA_BENEFIBER#page1.tif source=CH Confirmatory Assignment-USA-Novartis AG to Novartis CH SA_BENEFIBER#page2.tif	

**CONFIRMATORY TRADEMARK ASSIGNMENT**

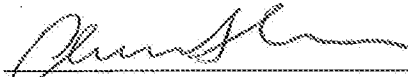
**WHEREAS**, Novartis AG, a company incorporated under the laws of Switzerland and having a place of business at CH-4002 Basel, Switzerland ("Assignor"), owned certain trademarks and/or service marks in the U.S., and the U.S. applications and/or registrations for such marks, as set forth in Exhibit A 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 Novartis Consumer Health S.A., a private company limited by shares, and registered in Switzerland, having a place of business at Route de l'Etraz, 1197 Prangins, Switzerland ("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 2<sup>nd</sup> day of October, 2015.

Novartis AG



Name: Charles Atkinson  
Title: Authorized Signatory



Name: Terence Dixon  
Title: Authorized Signatory

**EXHIBIT A**  
**Trademark Schedule**

Mark	Application No.	Registration No.
BENEFIBER	77979694	3843122
BENEFIBER	74291676	1792114
BENEFIBER bottle device (in colour) (green/white/blue)	86159946	
BENEFIBER bottle device (in colour) (green/white/blue) (without BENEFIBER)	86173417	
BENEFIBER PLUS HEART HEALTH	77318913	3998442
BENEFIBER stick pack pouring into bottle device	86227024	
BETTER IT WITH BENEFIBER	85513697	