

06-17-2002



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SHEET

6-10-02

BOX ASSIGNMENTS, Commissioner of Patents and Trademarks, Washington, D.C. 20231
Please record and index the attached original documents or copy thereof.

1. Name of conveying party(ies): **W. K. Buckley Limited**
Canadian Corporation

2. Name and address of receiving party(ies):
Name: **Novartis Consumer Health S.A.**
Address: Route de L'Etraz, C.P. 269
1120 CH-Nyon 1
Switzerland
Type of Company: Corporation
Swiss Corporation
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designation must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

OFFICE OF PATENT RECORDS & COMMUNICATIONS
FINANCE SECTION
2002 JUN 10 AM 10:11

3. Nature of Conveyance: Assignment
Execution Date: **March 4, 2002**

4. A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 1,575,981, 2,402,263, 2,451,174, 2,173,585

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
David R. Price
Michael Best & Friedrich LLP
100 East Wisconsin Avenue
Milwaukee, Wisconsin 53202-4108

6. Total number of applications and registrations involved: 4
7. Total fee (37 CFR 3.41):.....\$ 115.00
 Enclosed
 Deficiencies in fee charged to deposit account
8. Deposit account number: 13-3080

06/14/2002 DBYRNE 00000240 1575981

01 FC:481 40.00 OP
02 FC:482 75.00 OP

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
David R. Price David R. Price June 10, 2002
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 7

United States Postal Service Express Mail Mailing Label No. EL671384747US

cc: Docketing

TRADEMARK
REEL: 002525 FRAME: 0339

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Novartis Consumer Health S.A.

Mark: BUCKLEY'S

Reg. No. 1,575,981

Granted January 9, 1990

I, Nancy Dragolovich, hereby certify that this paper or fee is being deposited with the United States Postal Service as first class mail on the date of my signature and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

Date: _____

DESIGNATION OF DOMESTIC REPRESENTATIVE

Assistant Commissioner for
Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Sir:

Registrant hereby designates the following person as its domestic representative on whom may be served notices or process in proceedings affecting this mark:

David R. Price
Michael Best & Friedrich LLP
100 East Wisconsin Avenue
Milwaukee, Wisconsin 53202-4108

Novartis Consumer Health S.A.



R. Furlenmeier



Susanne Ruf

Authorised Signatories

Our Ref. No.: 086089-9070

ASSIGNMENT

WHEREAS, W. K. BUCKLEY LIMITED, the full post office address of whose principal office or place of business is 5230 Orbitor Drive, Mississauga, Ontario, L4W 5G7, Canada, is the owner of the trade-marks identified in the attached schedule;

AND WHEREAS, NOVARTIS CONSUMER HEALTH S.A., the full post office address of whose principal office or place of business is Route de L'Etraz, C.P. 269, 1120 CH-Nyon 1, Switzerland, is desirous of acquiring the rights to the said trade-marks

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said W. K. BUCKLEY LIMITED does hereby sell, assign and transfer to NOVARTIS CONSUMER HEALTH S.A. all right, title and interest of the said W. K. BUCKLEY LIMITED in and to the trade-marks and the registrations resulting therefor, together with the goodwill attaching to the said trade-marks, and the right to recover for past infringement of the said trade-marks;

IN WITNESS WHEREOF, W. K. BUCKLEY LIMITED has caused these presents to be executed under its corporate seal and the hands of its duly authorized officers, in the City of Toronto , this 4th day of March , 2002.

W. K. BUCKLEY LIMITED

Per: 
John J. Meehan, President

[seal]

SCHEDULECANADATRADE-MARKREG.NO./SERIAL NO.

BUCKLEY'S	TMA347,450
LEMON TIME	TMA233,512
JACK & JILL	TMA474,318
BUCKLEY'S BEDTIME	TMA488,227
IT TASTES AWFUL, AND IT WORKS	TMA473,048
FORMULE DE NUIT DE BUCKLEY	TMA504,885
BUCKLEY MIXTURE & DESIGN	S.N. 1,102,069
SOFT SHAVE DESIGN	TMA374,424
LADY SOFT SHAVE	TMA258,299
BLAST	S.N. 858,093

UNITED STATESTRADE-MARKREG.NO.

BUCKLEY'S	1,575,981
JACK & JILL	2,402,263
BUCKLEY'S BEDTIME	2,451,174
IT TASTES AWFUL. AND IT WORKS	2,173,585