

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
American Legacy Foundation		11/09/2007	FOUNDATION: DELAWARE
RECEIVING PARTY DATA			
Name:	NOVARTIS AG		
Street Address:	CH 4002		
City:	Basel		
State/Country:	SWITZERLAND		
Entity Type:	Aktiengesellschaft: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3100698	HOLLYWOOD QUILTS	
CORRESPONDENCE DATA			
Fax Number:	(973)503-8450		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-503-8303		
Email:	mary.leheny@novartis.com		
Correspondent Name:	Mary F. Leheny, Novartis Consumer Health		
Address Line 1:	200 Kimball Drive		
Address Line 4:	Parsippany, NEW JERSEY 07054		
ATTORNEY DOCKET NUMBER:	HOLLYWOOD QUILTS RECORDAL		
DOMESTIC REPRESENTATIVE			
Name:	Mary F. Leheny/Novartis		
Address Line 1:	200 Kimball Drive		
Address Line 4:	Parsippany, NEW JERSEY 07054		
NAME OF SUBMITTER:	Mary F. Leheny		

CH \$40.00 3100698

Signature:

/Mary F. Leheny/

Date:

01/04/2008

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, AMERICAN LEGACY FOUNDATION, a Delaware not-for-profit corporation, with offices at 2030 M Street, NW, Sixth Floor, Washington, District of Columbia, 20036, United States of America ("the Assignor"), is the owner of the trademark listed in the attached schedule, (hereinafter, the "Trademark(s)"; and

WHEREAS, NOVARTIS AG, a Swiss corporation, located at Lichtstrasse 35, Basel, Switzerland CH-4056 ("Assignee"), is desirous of acquiring the Trademark(s).

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark(s), together with the goodwill of the business symbolized by the Trademark(s) and the identified applications and/or registrations, therefore, and with all claims arising out of or relating to the use or ownership of the Trademark(s).

AMERICAN LEGACY FOUNDATION

By: M. David Duff
Name: M. David Duff
Title: COO
Date of Signature: 11/19/07

NOVARTIS AG

By: Mary F. Leheny
Name: Mary F. Leheny
Title: Chief Trademark Counsel
Date of Signature: 1/2/08

NOVARTIS AG

By: Patricia M. Neuberger
Name: Patricia M. Neuberger
Title: Senior Trademark Counsel
Date of Signature: 1/2/08

SCHEDULE OF TRADEMARKS

Registrations

Trademark

Registration Number

Hollywood Quits

3106698