

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
Pfizer Health AB		12/18/2006	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Pfizer Consumer Healthcare Health AB		
Street Address:	SE-112 87		
City:	Stockholm		
State/Country:	SWEDEN		
Entity Type:	limited company: SWEDEN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1733922	NICOTROL	
Serial Number:	77022445	ACTIVESTOP	
CORRESPONDENCE DATA			
Fax Number:	(703)610-8686		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7036108694		
Email:	ipdocketing@milesstockbridge.com		
Correspondent Name:	Ronald E. Shapiro		
Address Line 1:	1751 Pinnacle Drive		
Address Line 2:	500		
Address Line 4:	McLean, VIRGINIA 22102		
ATTORNEY DOCKET NUMBER:	CPA4874		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$65.00 1733922

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Ronald E. Shapiro

Signature:

/Ronald E. Shapiro/

Date:

01/17/2007

Total Attachments: 2

source=Pfizer Consumer Healthcare Assignment#page1.tif

source=Pfizer Consumer Healthcare Assignment#page2.tif

USA ASSIGNMENT

WHEREAS, PFIZER HEALTH AB ("ASSIGNOR"), a corporation organized under the laws of Sweden with a place of business at S-112 87, STOCKHOLM, SWEDEN owns the trademarks ("Marks") the United States trademark registrations ("Registrations") and the United States trademark application ("Application") listed on the attached Schedule A;

WHEREAS, PFIZER CONSUMER HEALTHCARE HEALTH AB ("ASSIGNEE"), a limited company organized under the laws of Sweden With a place of business at SE-112 87, STOCKHOLM, SWEDEN desires to acquire all rights to the Marks, the Registrations the Application, and the goodwill of the business symbolized by the Marks; and

WHEREAS, Assignee is the successor to the business of Assignor or the portion of Assignor's business to which the Mark of the Application pertains;

NOW, THEREFORE, in consideration of One Dollar and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE all rights to the Marks, the Registrations, and the Application, together with the goodwill of the business symbolized by the Marks, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized officer or representative, effective as of the date written below.

PFIZER HEALTH AB

Date: December 18, 2006

By: 

Name: Richard A. Friedman

Title: Attorney-in-Fact

Schedule A

Country	App.no	Reg no	Trademark
UNITED STATES	77/022445		ACTIVESTOP : 16
UNITED STATES	74/006504	1733922	NICOTROL : 5