

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM645798


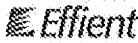
SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eli Lilly and Company		02/04/2021	Corporation: INDIANA
RECEIVING PARTY DATA			
Name:	Daiichi Sankyo Company, Limited		
Street Address:	3-5-1, Nihonbashi Honcho		
City:	Chuo-ku, Tokyo		
State/Country:	JAPAN		
Postal Code:	103-8426		
Entity Type:	Company: JAPAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4006946	ESSENTIAL HABITS	
Registration Number:	4289294		
Registration Number:	3689940	EFFIENT	
Registration Number:	3694272	EFFIENT	
CORRESPONDENCE DATA			
Fax Number:	3124276663		
<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>			
Phone:	3124271300		
Email:	chiustm@ladas.net		
Correspondent Name:	Ladas & Parry LLP		
Address Line 1:	224 South Michigan Avenue		
Address Line 2:	Suite 1600		
Address Line 4:	Chicago, ILLINOIS 60604		
DOMESTIC REPRESENTATIVE			
Name:	Ladas & Parry LLP		
Address Line 1:	224 South Michigan Avenue		
Address Line 2:	Suite 1600		
Address Line 4:	Chicago, ILLINOIS 60604		

CH \$115.00 4006946

NAME OF SUBMITTER:	Kevin A. Thompson
SIGNATURE:	/Kevin A. Thompson/
DATE SIGNED:	05/11/2021
Total Attachments: 1 source=US Assignment 2020DA001AGM001Eli#page1.tif	

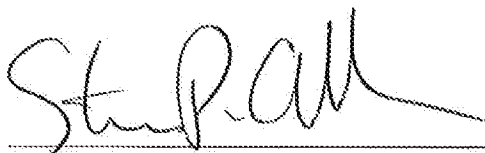
ASSIGNMENT

Whereas ELI LILLY AND COMPANY (hereinafter referred to as "LILLY"), an Indiana corporation having an office and principal place of business located at Lilly Corporate Center Indianapolis, Indiana is the owner of the following marks as depicted in the U.S. Patent and Trademark Office:

"ESSENTIAL HABITS" - Registration No. 4006946;	
	- Registration No. 4289294;
	- Registration No. 3689940; and
"EFFIENT" - Registration No. 3694272.	

Whereas DAIICHI SANKYO COMPANY, LIMITED (hereinafter referred to as "DAIICHI SANKYO"), a Japanese company with a principal office located at 3-5-1, Nihonbashi Honcho, Chuo-ku, Tokyo 103-8426, JAPAN is desirous of acquiring the entire rights to said marks and registrations, and the goodwill of the business symbolized by the marks;

Now, therefore, in consideration of \$10.00 and for other good and valuable consideration, receipt of which is hereby acknowledged, said LILLY does hereby assign to said DAIICHI SANKYO all rights, title and interest in and to the said marks and registrations, together with the goodwill of the business symbolized by the marks.



Steven P. Caltrider
Vice President-General Patent Counsel

February 4, 2021
Date