

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 Inc.		02/02/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Eisai Inc.		
Street Address:	100 Tice Boulevard		
City:	Woodcliff Lake		
State/Country:	NEW JERSEY		
Postal Code:	07677		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2854994	THINK EFFICACY FIRST	
Registration Number:	3163314	STRENGTH IN THE FACE OF ALZHEIMER'S	
CORRESPONDENCE DATA			
Fax Number:	(212)573-2273		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 733-0223		
Email:	christopher.bolinger@pfizer.com		
Correspondent Name:	Christopher Bolinger		
Address Line 1:	150 East 42nd Street, 5th Floor		
Address Line 2:	Pfizer Inc., Legal Division - Trademarks		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Christopher Bolinger		
Signature:	/cnb/		
Date:	02/05/2007		

CH \$65.00 2854994

Total Attachments: 1
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ASSIGNMENT

WHEREAS, Pfizer Inc. ("Pfizer"), a Delaware corporation, with its principal place of business at 235 E. 42nd Street, New York, NY 10017, is the owner of the following U.S. trademark registrations:

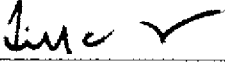
Mark	U.S. Trademark Reg. No.
STRENGTH IN THE FACE OF ALZHEIMER'S	3,163,314
THINK EFFICACY FIRST	2,854,994

WHEREAS, Eisai Inc. ("Eisai"), a New Jersey corporation with its principal place of business at 100 Tice Boulevard, Woodcliff Lake, NJ 07677, is desirous of acquiring said trademarks and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Pfizer does hereby assign to Eisai all right, title and interest in and to the above-referenced trademarks and the goodwill of the business symbolized thereby.

Executed: February 2, 2006

Pfizer Inc.

By 
Tiffany Trunko
Senior Corporate Counsel—Trademarks