

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.		04/07/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bristol-Myers Squibb Company		
Street Address:	345 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10154		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	85069396	ELIQUYZ	
Serial Number:	77933259	ELIQUIS	
Registration Number:	3066277	ELIQUIS	
Registration Number:	3674414	ELIQUIS	
Serial Number:	77678163	ELAQUIS	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	J. ALLISON STRICKLAND		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	BRM 1103550		

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**TRADEMARK
 REEL: 004547 FRAME: 0452**

NAME OF SUBMITTER:	J. Allison Strickland
Signature:	/anca nicolescu/
Date:	05/24/2011
Total Attachments: 2 source=Executed assignment to Bristol-Myers (F0801396)#page1.tif source=Executed assignment to Bristol-Myers (F0801396)#page2.tif	

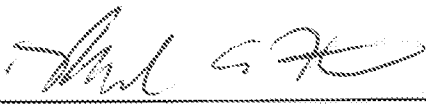
ASSIGNMENT

WHEREAS, Pfizer Inc., a Delaware corporation, with a place of business at 235 East 42nd Street, New York, New York 10017, United States of America ("Assignor"), is the owner of the following trademarks listed in the attached Schedule (hereinafter, the "Trademarks");

and WHEREAS, Bristol-Myers Squibb Company, a corporation organized and existing under the laws of the State of Delaware, with offices at 345 Park Avenue, New York, New York 10154, United States of America ("Assignee"), is desirous of acquiring the Trademark.

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 Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Pfizer Inc.

By:  _____

Name: Richard A. Friedman

Title: Attorney-In-Fact

Date of Signature: , 2011

SCHEDULE

TRADEMARK	SERIAL NO./REGISTRATION NO.
ELAQUIS	77/678,163
ELIQUIS	3,066,277
ELIQUIS	3,674,414
ELIQUIS and Logo 2	77/933,259
ELIQUYZ	85/069,396

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