

06-17-1998

Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Patents and Tradem



uments or copy thereof

100741228

1. Name of conveying party(ies):
Procter & Gamble de Mexico, S.A. de C.V.
Loma Florida No. 32
Lomas de Vista Hermosa
Mexico 05100, D.F.

2. Name and address of receiving party(ies)
Name: Bristol-Myers Squibb Company

- Individual(s)
- General Partnership
- Corporation-State
- Other

Internal Address: _____
Street Address: 345 Park Avenue
City: New York State: NY ZIP: 10154

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance: MRD 5-28-98

- Assignment
- Security Agreement
- Other
- Association
- Limited Partnership
- Merger
- Change of Name

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

Execution Date: April 3, 1998

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,934,521

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Stephen Chesnoff, Esq.
Internal Address: 21-27
Bristol-Myers Squibb Company
Street Address: 345 Park Avenue
City: New York State: NY ZIP: 10154

6. Total number of applications and registrations involved 1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

USP&NG 13-2505

(Attach duplicate copy of this page if paying by deposit account)

06/17/1998 INVTEN 00000026 132505 1934521
01 PCT#01 40.00 CH

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Beatrice Adler

Name of Person Signing

Beatrice Adler

Signature

May 28, 1998

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK

REEL: 1741 FRAME: 0538

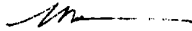
U.S. TRADEMARK ASSIGNMENT

WHEREAS, Procter & Gamble de Mexico, S.A. de C.V., a Mexican corporation with its principal place of business at Loma Florida No. 32, Lomas de Vista Hermosa, Mexico 05100, D.F., desires to assign all its right, title and interest in the trademark registration No. 1934521 of CHOCO MILK, to Bristol-Myers Squibb Company, a Delaware corporation with its principal place of business at 345 Park Avenue, New York, NY. 10154, U.S.A.; and

WHEREAS, Bristol-Myers Squibb Company is desirous of acquiring all right, title, and interest in the Trademark mentioned above as well as the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Procter & Gamble de Mexico, S.A. de C.V. hereby assigns to Bristol-Myers Squibb Company all its right, title, and interest in the Trademark and the goodwill symbolized thereby.

Procter & Gamble de Mexico, S.A. de C.V.



By: Martha Miller de Lombera
Title: Vice President

TRADEMARK
REEL: 1741 FRAME: 0539



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| | JUNTA EJECUTIVA DE SECRETARÍA DE JUSTICIA Y FERIAZ | |
| | México, D.F. | de <u>19</u> de <u>1988</u> |
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RECORDED: 05/28/1998

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