

01-23-2003



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RE

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Mead Johnson & Company 2400 West Lloyd Expressway Evansville, Indiana 47721

2. Name and address of receiving party(ies) Name: Bristol-Myers Squibb Company Internal Address: 345 Park Avenue City: New York State: NY Zip: 10154

3. Nature of conveyance: [X] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: January 16, 2003

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 75/927363; 75/927364

B. Trademark Registration No.(s) Additional number(s) attached [] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: G. Mathew Lombard Internal Address: Street Address: 345 Park Avenue City: New York State: NY Zip: 10154

6. Total number of applications and registrations involved: 2 7. Total fee (37 CFR 3.41): \$ 65.00 [] Enclosed [X] Authorized to be charged to deposit account 8. Deposit account number: 13-2505

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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. Oswaldo F. Lecuona Name of Person Signing Signature Date January 16, 2003

Total number of pages including cover sheet, attachments, and document: 3

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

TRADEMARK REEL: 002654 FRAME: 0168

TRADEMARK ASSIGNMENT

This assignment is made between Mead Johnson & Company, a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 2400 West Lloyd Expressway, Evansville, Indiana 47721 ("Assignor") and Bristol-Myers Squibb Company a corporation organized and existing under the laws of the State of Delaware having a principal place of business at 345 Park Avenue, New York, New York 10154 ("Assignee").

WHEREAS, Assignor owns United States trademark applications to register the following marks in the United States Patent and Trademark Office.

<u>TRADEMARK</u>	<u>APPL. NO.</u>	<u>FILING DATE</u>
CHOICE DM	75/927363	Filed February 24, 2000
CHOICE DM	75/927364	Filed February 24, 2000

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in Assignor's CHOICE DM marks and applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby assign and transfer unto the said Assignee, as the successor of Assignor's business pertaining to the mark CHOICE DM, all Assignor's right, title and interest in and to the CHOICE DM mark in the United States, together with the goodwill of the business pertaining to the mark, and including U.S. Application Serial Nos. 75/927363 and 75/927364.

IN TESTIMONY WHEREOF, Assignor represents that the person executing this assignment has the authority to execute it and has executed this document on the date indicated

Signed at New York, New York this 16th day of January 2003.

Mead Johnson & Company

By: Nadine P. Flynn
Name: Nadine P. Flynn
Title: Assistant Secretary

NOTARIAL CERTIFICATION

United States of America)
State of New York) ss.:
County of New York)

On the 16 day of January, 2003, before me personally came Nadine P. Flynn, to me known and known to me to be the person who executed the foregoing instrument, and who being by me duly sworn, did depose and say that she is the Assistant Secretary of the company described in and on whose behalf was executed the foregoing instrument; that he knows the corporate seal of said company; that the seal affixed to the said instrument is such corporate seal and has been properly affixed in accordance with the charter, bylaws and regulations of said company, and that he signed his name thereto on behalf of and with the authorization of the board of directors of said company as the free deed and act of said company.

Gabriela Ullrich Brown

Notary Public

GABRIELA ULLRICH BROWN
Notary Public, State of New York
No. 31-4920138
Qualified in New York County
Commission Expires 2/28, 2006