

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
Westwood-Squibb Pharmaceuticals, Inc.		02/04/2005	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: 1			
Property Type	Number	Word Mark	
Registration Number:	2727143	KERI IS SO VERY	
CORRESPONDENCE DATA			
Fax Number:	(212)546-5664		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 546-3661		
Email:	gabriela.brown@bms.com		
Correspondent Name:	Bristol-Myers Squibb Company		
Address Line 1:	345 Park Avenue		
Address Line 4:	New York, NEW YORK 10154		
NAME OF SUBMITTER:	Nadine P. Flynn		
Signature:	/nadine flynn/		
Date:	02/04/2005		

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Total Attachments: 1

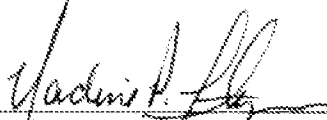
ASSIGNMENT OF TRADEMARK

WHEREAS, Westwood-Squibb Pharmaceuticals, Inc., a corporation of the State of Delaware, with a place of business at 100 Forest Avenue, Buffalo, New York 14213 is the owner of the trademark Reg. No. 2727143, KERI IS SO VERY (hereinafter "the Mark");

WHEREAS, Bristol Myers Squibb Company, a corporation of the State of Delaware, with a place of business at 345 Park Avenue, New York, New York 10154, is desirous of acquiring said rights in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Westwood-Squibb Pharmaceuticals, Inc. does hereby assign unto Bristol-Myers Squibb Company all right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark and the registration thereon, and which issue thereto, together with all accrued causes of action for infringement or misappropriation thereof.

WESTWOOD-SQUIBB PHARMACEUTICALS, INC.

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

Dated: February 4, 2005