

OMB No. 0651-0111 (exp. 4/94)



Tab settings

To the Honorable Commissioner of

100733741

attached original documents or copy thereof.

1. Name of conveying party(ies):

Klondike Ice Cream, Inc.
909 Packerland Drive
Green Bay, WI 54307

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

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

2. Name and address of receiving party(ies)

Name: Unilever N.V.

Internal Address: Weena 455

Street Address: 3013 AL Rotterdam

3000 DK Rotterdam, The Netherlands
City: State: ZIP:

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State The Netherlands
- 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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 17, 1998

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

A. Trademark Application No.(s)

06/08/1998 DN HUYEN 00000120 210043 2137433

01 FC:581

40.00 CH

B. Trademark Registration No.(s)

2,137,433 for BEAR WITH SCARF DESIGN

Additional numbers attached? Yes No

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

Name: Kenneth C. Leonard

Internal Address:

Chesebrough-Pond's USA Co.

Street Address: 33 Benedict Place

City: Greenwich State: CT ZIP: 06830

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

210043

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

DO NOT USE THIS SPACE

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.

Atra Piedra

Name of Person Signing

Signature

May 15, 1998

Date

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

**DESIGNATION OF
DOMESTIC REPRESENTATIVE**

Trademark: BEAR WITH SCARF
DESIGN
Reg. No.: 2,137433
Name of Applicant: Unilever N.V.
Date: February 17, 1998

Kenneth C. Leonard, Eric McCormick, and Peter Mendelson whose postal address is 33 Benedict Place, Greenwich, Connecticut 06830 are hereby designated applicant's representatives upon whom notice or process in proceedings affecting the above identified mark may be served.

UNILEVER N.V.



Name: J.W. Winter
Title: Deputy Secretary



G. Dijkstra
Attorney B

ASSIGNMENT

WHEREAS, Klondike Ice Cream, Inc., a corporation organized and existing under the laws of the State of Delaware, having an address at 909 Packerland Drive, Green Bay, Wisconsin 54307 (hereinafter ASSIGNOR) has adopted, used and is owner of the trademark registration for BEAR WITH SCARF DESIGN, Registration No. 2,137,433, in International Class 030 which is registered in the U.S. Patent and Trademark Office,

WHEREAS, UNILEVER N.V., a corporation organized and existing under the laws of The Netherlands, having its address at Weena 455, 3013 AL Rotterdam, 3000 DK Rotterdam, The Netherlands (hereinafter ASSIGNEE) is desirous of acquiring the above identified trademark and trademark registration therefor,

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE the ASSIGNOR's entire right, title and interest in and to the above mentioned trademark and the trademark registration above identified, together with whatever goodwill of its business may be connected with and symbolized by the mark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 17th day of February 1998.

KLONDIKE ICE CREAM, INC.

By: David J. Strickland, III
Name: DAVID J. STRICKLAND, III
Title: VICE PRESIDENT