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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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To the Honorable Commissioner of Patents

and original documents or copy thereof.

1. Name of conveying party(ies):

Conopco, Inc. dba Good Humor-Breyers Ice Cream 909 Packerland Drive Green Bay, WI 54307-9007

- Individual(s) Association
General Partnership Limited Partnership
Corporation-State New York
Other MRD 2-5-97

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

3. Nature of conveyance:

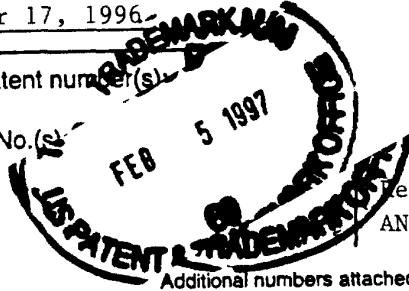
- Assignment Merger
Security Agreement Change of Name
Other

Execution Date: September 17, 1996

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

A. Trademark Application No. (s)

B. Trademark Registration No. (s)



Reg. No. 2,000,802 for SHOOTHOOPS! SCORE AND DESIGN

Additional numbers attached? Yes No

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

Name: K.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 \$40 ea.
Authorized to be charged to deposit account

8. Deposit account number:

210043

40E NO SAC FEE

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

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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.

Aura Piedra Name of Person Signing

[Signature]

Signature

1/29/97

Date

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

2

ASSIGNMENT

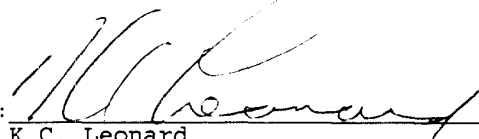
WHEREAS, CONOPCO, INC. dba GOOD HUMOR-BREYERS ICE CREAM, a corporation organized under the laws of the State of New York, with an address at 909 Packerland Drive, Green Bay, Wisconsin 54307-9007 (hereinafter ASSIGNOR) has adopted, used and is owner of the trademark registration for SHOOTHOOPS! SCORE AND DESIGN, Reg. No. 2,000,802 which is registered in the United States Patent and Trademark Office,

WHEREAS, LIPTON INVESTMENTS INC., a corporation organized under the laws of the State of Delaware having an address at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter ASSIGNEE) is desirous of acquiring the above mentioned 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 associated with the mark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as to the 17th day of September, 1996.

CONOPCO, INC. dba GOOD HUMOR-BREYERS ICE CREAM

By: 
K.C. Leonard
Assistant Secretary