

08-19-1998



COVER SHEET  
ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings

To the Honorable Commission

100799831

with the attached original documents or copy thereof.

1. Name of conveying party(ies): MRD 8-13-98  
Walden-Hays, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: July 20, 1998

2. Name and address of receiving party(ies)

Name: Helene Curtis, Inc.

Internal Address: \_\_\_\_\_

Street Address: 325 N. Wells Street

City: Chicago State: IL ZIP: 60610

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,942,482

Additional numbers attached?  Yes  No

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

Name: Rowena S. DeLeon

Internal Address: Lever House  
19th floor

Street Address: 390 Park Avenue

City: New York State: NY ZIP: 10022

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:

21-0043

(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.

Rowena S. DeLeon

Name of Person Signing

*Rowena S. DeLeon*  
Signature

8/12/98

Date

Total number of pages including cover sheet, attachments, and document: 2

06/16/1998 TTUNIT 00000044 210043 1942482 40.00 CH

ASSIGNMENT

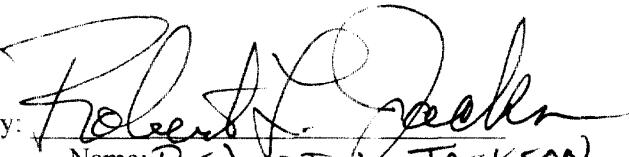
WHEREAS, WALDEN-HAYS, INC., a corporation organized under the laws of the State of New York, with its address at 853 Broadway, New York, New York 10003 (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest in and to the trademark, FREESIA FIELDS, Trademark Registration No. 1,942,482 therefor in the U.S. Patent and Trademark Office (hereinafter called "TRADEMARK"), and

WHEREAS, HELENE CURTIS, INC., a corporation organized under the laws of the State of Illinois, having its address at 325 N. Wells Street, Chicago, Illinois 60610-4791 (hereinafter called "ASSIGNEE") is desirous of acquiring the TRADEMARK.

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 TRADEMARK, together with the goodwill of the business connected with and symbolized by the said TRADEMARK.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 20th day of July , 1998.

WALDEN-HAYS, INC.

By:   
Name: ROBERT W. JACKSON  
Title: President

TRADEMARK  
REEL: 1769 FRAME: 0803



August 12, 1998

Box Assignment  
Commissioner of Patents & Trademarks  
Washington, D.C. 20231

RE: Assignment of Trademark Registration No. 1,942,482  
Trademark: FREESIA FIELDS

Dear Sir or Madam:

Please record the following assignments of the above-referenced trademark:

1. Assignment of trademark from Linden Corporation to Walden-Hays, Inc. effective July 20, 1998;
2. Assignment of trademark from Walden-Hays, Inc. to Helene Curtis, Inc. effective July 20, 1998.

The final Assignee of the trademark should be HELENE CURTIS, INC. Enclosed are the assignment documents and the recordation form cover sheets of the above assignments.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rowena S. DeLeon'.

Rowena S. DeLeon  
Legal Assistant - Trademarks

Encl.