



Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached 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

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 21, 1998

2. Name and address of receiving party(ies)

Name: Lipton Investments, Inc.  
 Internal Address:  
 Street Address: 501 Silverside Road  
 City: Wilmington State: DE ZIP: 19809

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

Reg. No. 2,175,636 for SHAKERS

Additional numbers attached?  Yes  No

5. Name and address of party to 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
- Authorized to be charged to deposit account

8. Deposit account number:

210043

(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

*Aura Piedra*

Signature

*August 18, 1998*

Date

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

ASSIGNMENT

WHEREAS, CONOPCO, INC. dba GOOD HUMOR-BREYERS ICE CREAM, a corporation organized under the laws of the State of New York, with its address at 909 Packerland Drive, Green Bay, Wisconsin 54307-9007 (hereinafter called ASSIGNOR) has adopted, used and is owner of trademark registration for SHAKERS Reg. No. 2,175,636 in International Class 030 which is registered in the United States Patent and Trademark Office,

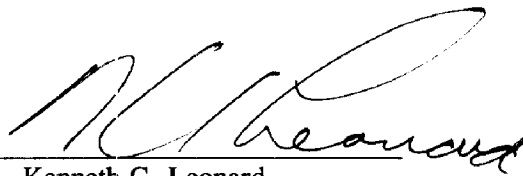
WHEREAS, LIPTON INVESTMENTS, INC., a corporation organized under the laws of the State of Delaware, having its address at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter ASSIGNEE) is desirous of acquiring the above identified trademark and the trademark registration therefor,

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 said 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 21st day of July 1998.

CONOPCO, INC. DBA  
GOOD HUMOR-BREYERS ICE CREAM

By:



Kenneth C. Leonard  
Assistant Secretary