

10-14-1998

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

1998 OCT -5 PM 12:30

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

CPR/FINANCE

D-5-98

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual General Partnership Limited Partnership

Corporation Association

Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization

10/09/1998 BNGUYEN 00000167 75109664

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 1798 FRAME: 0356

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s) Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/109,664"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)


Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Malcolm McCaleb, Jr.



9/30/98

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARK APPLICATIONS

WHEREAS, CONOPCO, INC., a New York corporation, with an address at 390 Park Avenue, New York, NY 10022 (hereinafter "ASSIGNOR"), has intent to use the trademarks on attached Schedule A in commerce, and have filed applications indicating that intention, but have not yet filed allegations of use under Section 1(c) or 1 (d) of the U.S. Trademark Act. Applicant is assigning the mark as part of the entire business or portion thereof to which the marks pertain as required by § 15 U.S.C. 1060; and

WHEREAS, LBI ACQUISITION CORP., a corporation organized under the laws of the State of Delaware, having its address at 1000 Universal Drive, North Haven, CT 06473 (hereinafter "ASSIGNEE") is desirous of acquiring said pending trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to the said ASSIGNEE all right, title, and interest in and to the trademark applications listed on Schedule A and the goodwill of the business symbolized thereby.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the ~~2ND~~ day of Dec. , 1997.

CONOPCO, INC.

By: 

Name: K. C. LEONARD

Title: ASST. SECURE

SCHEDULE A

TRADEMARK APPLICATIONS

<u>TRADEMARK</u>	<u>APPLN. NO.</u>
AUNT BERGHIE'S OLD FASHIONED COOKIES	75/109664
CONVENIENCE WITH CREATIVITY!	75/131402
GREAT AUNT CLARA'S BREAD COMPANY	75/230352
JUST WHIP	75/162405
TEMPTATION STATION	75/140723
TEMPTATION STATION A LITTLE TASTE OF THE SWEET LIFE	75/224253