

11-24-1998



100907278

MRD-11-19-98

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

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

2. Name and address of receiving party(ies)

Name: Conopco, Inc. dba Helene Curtis

Internal Address: _____

Street Address: 325 N. Wells Street

City: Chicago State: IL ZIP: 60610

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State New York
- 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: November 9, 1998

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,698,699

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: 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)

11/24/1998 SMITH 00090036 210043 1698699

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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

Signature

November 18, 1998
Date

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

2

ASSIGNMENT

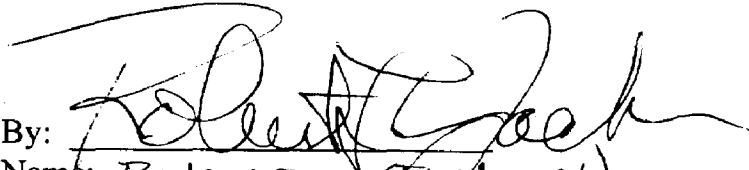
WHEREAS, WALDEN-HAYS, a corporation organized under the laws of the State of New York, with its address at 853 Broadway, New York, New York (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest in and to the trademark, DAY-ONE and Trademark Registration No. 1,698,699 therefor in the U.S. Patent and Trademark Office (hereinafter referred to as the "TRADEMARK"), and

WHEREAS, CONOPCO, INC. dba HELENE CURTIS, a corporation organized under the laws of the State of New York, with its address at 325 N. Wells Street, Chicago, Illinois 60610 (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 9th day of November, 1998.

WALDEN-HAYS, INC.

By: 
Name: ROBERT L. JACKSON
Title: President.