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To the Honorable Commissioner of I

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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:

MRD 11-20-98

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

Execution Date: October 13, 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)

2,195,076 for CHOC BURGER & DESIGN



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 registrations involved:

11-20-1998

U.S. Patent & TMO/TM Mail Rcpt Dt

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)

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.

Aura Piedra Name of Person Signing

Signature

11/18/98 Date

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



Mail documents to be recorded with required cover sheet information to:

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

TRADEMARK

REEL: 1828 FRAME: 0996

ASSIGNMENT

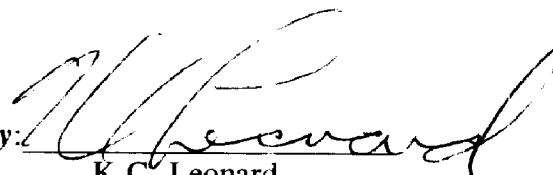
WHEREAS, CONOPCO, INC. dba GOOD HUMOR-BREYERS ICE CREAM, a corporation organized under the laws of the State of New York, with an address at 909 Packerland Drive, Green Bay, Wisconsin 54307-9007 (hereinafter ASSIGNOR) has adopted, used and is owner of the trademark registration for CHOC BURGER AND DESIGN, Reg. No. 2,195,076 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 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 of the 13th day of October, 1998.

CONOPCO, INC. DBA
GOOD HUMOR-BREYERS ICE CREAM

By: 
K.C. Leonard
Assistant Secretary