

REC

02-22-1999

SHEET

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office



Tab settings

To the Honorable Commissioner of Pa.

100968081

attached original documents or copy thereof.

1. Name of conveying party(ies):

Walden-Hays, Inc.

2.17.99

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

Execution Date: February 11, 1999

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,194,189

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)

02/18/1999 DC0ATES 00000125 210043 2194189

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40.00 CH

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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.

ROWENA S. DELEON

Name of Person Signing

Signature

2/17/99

Date

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

2

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

TRADEMARK REEL: 1857 FRAME: 0310

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 Trademark Registration No. 2,194,189, for the mark GOLDLINX, and the entire right, title and interest in the trademark GOLDLINX for use in connection with the goods listed in Registration No. 2,194,189 (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 offices located 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, including the right to sue for past infringement, in and to the TRADEMARK, together with the goodwill of the business connected with and symbolized by the TRADEMARK.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 11th day of February, 1999.

WALDEN-HAYS, INC.

By: 

Name: ROBERT L. JACKSON

Title: President