

Tab settings     4-20-99



101029144

1 original document



04-20-1999  
U.S. Patent & TMO/TM Mail Rcpt Dt. #34

1. Name of conveying party(ies):

Lipton Investments, Inc.  
501 Silverside Road  
Wilmington, DE 19809

- Individual(s)  Association
- General Partnership  Limited Partnership
- Corporation-State Delaware
- Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving:

Name: Unilever N.V.

Internal Address: \_\_\_\_\_

Street Address: Weena 455, 3013 AL Rotterdam  
3000 DK Rotterdam, The Netherlands  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State The Netherlands
- 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  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

Execution Date: October 13, 1998

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Reg. No. 2,195,076 for CHOC BURGER  
( STYLIZED )

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Kenneth C. Leonard

Internal Address: \_\_\_\_\_

Unilever Home & Personal Care USA

Street Address: 33 Benedict Place

05/03/1999 DNGUYEN 00000324 210043 2195076

01 FC:481

40.00 CH

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)

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

April 16, 1999

Date

3

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 TRADEMARK

Washington, D.C. 20231

REEL: 1890 FRAME: 0931

ASSIGNMENT

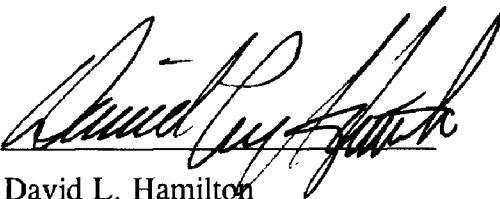
WHEREAS LIPTON INVESTMENTS, INC., a corporation of the State of Delaware with an address at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter ASSIGNOR) has adopted, used and is owner of the trademark registration for CHOC BURGER (STYLIZED), Registration No. 2,195,076 which is registered in the United States Patent and Trademark Office,

WHEREAS, UNILEVER N.V., a corporation of The Netherlands, with its address at Weena 455, 3013 Al Rotterdam, 3000 DK Rotterdam, The Netherlands (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 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.

LIPTON INVESTMENTS, INC.

By 

David L. Hamilton  
President