

MPO 513.98

RECORDATION FORM TRADEMARK

05-20-1998



Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please

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copy thereof.

1. Name of conveying party(ies): Conapco, Inc., dba Lever Industrial Company
Individual(s) Association
General Partnership Limited Partnership
Corporation-State New York
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Lever Investments Corp
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

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other
Execution Date: March 31, 1999

4. Application number(s) or patent number(s):
A. Trademark Application No.(s)

B. Trademark Registration No.(s)
1,903,317 and 5 others
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Roland Rodriguez
Internal Address: Unilever United States, Inc.
Street Address: 390 Park Avenue
City: New York State: NY ZIP: 10022

6. Total number of applications and registrations involved: 6
7. Total fee (37 CFR 3.41): \$ 165.00
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)

05/19/1999 DRUGYEN 00000121 210043 1903317

DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 FC:482 125.00 CH

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.
Roland Rodriguez Signature Date 5/10/99
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 3

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

SCHEDULE A

Mark

Registration No.

LEVER BAC	1903317
LEVER CLEAN	1757517
LEVER FRESH	1820371
LEVER FRESH	1832236
LEVER MILD	1874458
LEVER PRO	1747651

TRADEMARK ASSIGNMENT

WHEREAS, Conopco, Inc., dba Lever Industrial Company, a New York corporation, located at 390 Park Avenue, New York, New York, 10022 (hereinafter "ASSIGNOR"), is owner of the United States trademark registrations listed on the attached Schedule A (hereinafter "Trademarks"); and

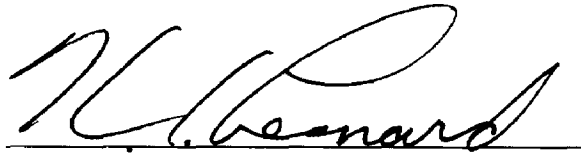
WHEREAS, Lever Investments Corporation, a Delaware corporation, located at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter "ASSIGNEE"), is desirous of acquiring any and all of the rights to the Trademarks held by ASSIGNOR;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE any and all of its rights, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks.

IN WITNESS WHEREOF, ASSIGNOR hereby executed this assignment effective as of March 31, 1999.

CONOPCO, INC.
dba LEVER INDUSTRIAL COMPANY

By:



Kenneth C. Leonard
Assistant Secretary