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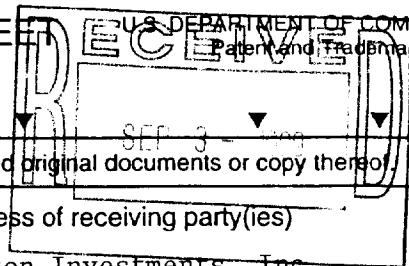
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09-09-1999



101139471

R SHEET U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office



To the Honorable Commissioner of

the attached original documents or copy thereof.

1. Name of conveying party(ies):

Conopco, Inc., dba Lipton

- Individual(s)
- General Partnership
- Corporation-State New York
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: July 27, 1999

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)

2265158

Additional numbers attached? Yes No

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

Name: Rowena DeLeon

Internal Address: 19th Fl.

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)

09/09/1999 NTHA11 00000100 210043 2265158

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

Rowena DeLeon

Signature

9/2/99

Date

Total number of pages including cover sheet, attachments, and document: 2

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

Commissioner of Patents & Trademarks, Box Assignments

Washington, D.C. 20231

TRADEMARK REEL: 001955 FRAME: 0180

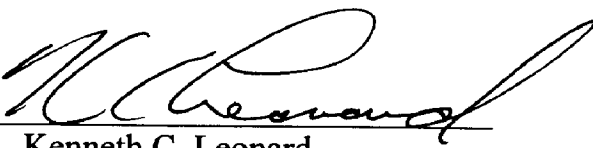
TRADEMARK ASSIGNMENT

WHEREAS, CONOPCO, INC. dba LIPTON, a New York corporation, having its principal place of business at 390 Park Avenue, New York, New York 10022 (hereinafter "ASSIGNOR"), has adopted and is using the mark CROWNED WITH QUALITY, Registration No. 2,265,158, which is registered in the United States Patent and Trademark Office.

WHEREAS, LIPTON INVESTMENTS, INC., a Delaware corporation, having a place of business at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter "ASSIGNEE"), is desirous of acquiring ownership of said mark and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE effective as of July 27, 1999, all its right, title and interest in and to said mark the registration therefor, together with the goodwill of the business symbolized by said mark

CONOPCO, INC. dba LIPTON

By: 
Kenneth C. Leonard
Assistant Secretary