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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

11-24-1999

U.S. Patent & TMO/TM Mail Rcpt Dt. #57

101212048

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): MD 11-24-99  
 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

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

3. Nature of conveyance:  
 Assignment                               Merger  
 Security Agreement                       Change of Name  
 Other \_\_\_\_\_

Execution Date: October 26, 1999

4. Application number(s) or patent number(s):  
 A. Trademark Application No.(s)  
 B. Trademark Registration No.(s)  
 Reg. No. 2,289,128 for THE ORIGINAL BRAND  
 POPSICLE POP UPS & 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: \_\_\_\_\_  
Unilever Home & Personal Care USA  
 Street Address: 33 Benedict Place  
 City: Greenwich State: CT ZIP: 06830

6. Total number of applications and registrations involved: .....

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)

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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.*

Aura Piedra                                      [Signature]  
 Name of Person Signing                                      Signature                                      11/22/99 Date

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

ASSIGNMENT

WHEREAS, CONOPCO, INC. dba GOOD HUMOR-BREYERS ICE CREAM, a corporation organized under the laws of the State of New York, with its address at 909 Packerland Drive, Green Bay, Wisconsin 54307-9007 (hereinafter called ASSIGNOR) has adopted, used and is owner of trademark registration for THE ORIGINAL BRAND POPSICLE POP UPS AND DESIGN Reg. No. 2,289,128 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 its address at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter ASSIGNEE) is desirous of acquiring the above identified trademark and the 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 said trademark and the trademark registration above identified, together with whatever goodwill of its business may be connected with and symbolized by the mark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 26th day of October 1999.

CONOPCO, INC. DBA  
GOOD HUMOR-BREYERS ICE CREAM

By: 

Kenneth C. Leonard  
Assistant Secretary