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al documents or copy thereof.

1. Name of conveying party(ies):

The Coca-Cola Company  
301 North Avenue, N.W.  
Atlanta, GA 30313

- Individual(s)
- General Partnership
- Corporation-State - Delaware
- 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: November 12, 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)

Reg. No. 1,457,637 for FRUIT JUICEE

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

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  
Name of Person Signing

Signature

1/17/00  
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: 002024 FRAME: 0156

**ASSIGNMENT**

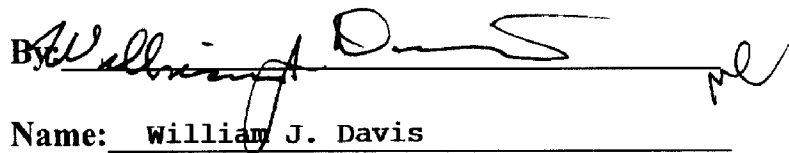
**WHEREAS**, THE COCA-COLA COMPANY, a corporation organized under the laws of the State of Delaware, with its address at 301 North Avenue, N.W., Atlanta, Georgia, 30313, (hereinafter called "ASSIGNOR"), is owner of the entire right, title and interest in and to the trademark FRUIT JUICEE and Trademark Registration No. 1,457,637 therefor in the U.S. Patent and Trademark Office (hereinafter referred to as the "TRADEMARK"), and

**WHEREAS**, LIPTON INVESTMENTS, INC., a corporation organized under the laws of the State of Delaware, with its address at 501 Silverside Road, Wilmington, Delaware, 19809, (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 in and to the TRADEMARK, together with the goodwill of the business connected with and symbolized by the said TRADEMARK.

**IN TESTIMONY WHEREOF**, ASSIGNOR has caused this Assignment to be executed effective as of the 12<sup>th</sup> day of November, 1999.

**THE COCA-COLA COMPANY**

By  \_\_\_\_\_

Name: William J. Davis

Title: Vice President