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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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

1. Name of conveying party(ies):

Conopco, Inc. dba Good Humor-Brey  
909 Packerland Drive  
Green Bay, WI 54307-9007

02-12-2000

U.S. Patent & TMO/TM Mail Rcpt Dt. #30

and address of receiving party(ies)

Lipton Investments, Inc.

Address:

Street Address: 501 Silverside Road

City: Wilmington State: DE ZIP: 19809

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

- Association
- Limited Partnership

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

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

Execution Date: December 28, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Reg. No. 2,304,302 for BANANA BANANZA

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: 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)

03/16/2000 DNGUYEN 00000230 210043 2304300

01 FC:481 40.00 CH

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

Feb 10, 2000  
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: 002035 FRAME: 0904

ASSIGNMENT

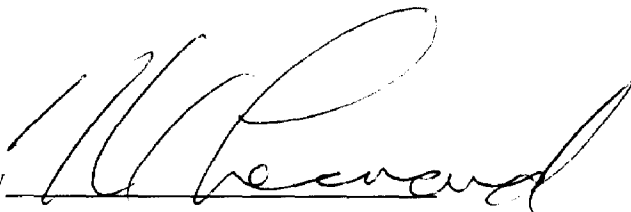
WHEREAS CONOPCO, INC. DBA GOOD HUMOR-BREYERS ICE CREAM, a corporation of the State of New York, with an address at 909 Packerland Drive, Green Bay WI 54307(hereinafter ASSIGNOR) has adopted, used and is owner of the Trademark Registration No. 2,304,302 for BANANA BANANZA in International Class 030, which is registered in the United States Patent & Trademark Office.

WHEREAS, LIPTON INVESTMENTS, INC., a corporation of the State of Delaware, with its address at 501 Silverside Road, Wilmington, Delaware 19809 (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 December 28, 1999.

CONOPCO, INC. DBA  
GOOD HUMOR-BREYERS ICE CREAM

By 

Kenneth C. Leonard  
Assistant Secretary



02-12-2000

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #30



February 10, 2000

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Attn: Assignment Division

Dear Sir:

Kindly record the attached Trademark Assignment against the trademark BANANA BANANZA Reg. No. 2,304,302 from Conopco, Inc., a corporation of the State of New York to Lipton Investments, Inc., a corporation of the State of Delaware, in the United States Patent and Trademark Office.

Please charge the fee of \$40.00 to Deposit Account No. 210043.

Please acknowledge receipt of the document by endorsing and returning the attached self-addressed, stamped postcard.

Yours truly,

Aura Piedra  
Legal Assistant

Enclosures

Unilever Home & Personal Care - USA

33 Benedict Place • Greenwich, Connecticut 06836-5308  
Telephone (203) 661-2000

RECORDED: 02/12/2000

TRADEMARK  
REEL: 002035 FRAME: 0906