

07-27-2000

COVER SHEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



JULY

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Tab settings

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To the Honorable Commissioner of Patents and Trademarks

(the attached original documents or copy thereof.)

1. Name of conveying party(ies):

Conopco, Inc. NY 13 JUN 16 AM 11:35
C/O FINANCE

- 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: 1980

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative design 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

Effective Date: December 31, 1996

Execution Date: June 15, 2000

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,164,354

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:

7. Total fee (37 CFR 3.41).....\$ 40

- 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)

07/25/2000 ASCOTT 00000199 210043 2164354

DO NOT USE THIS SPACE

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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.

Roland Rodriguez
Name of Person Signing

Roland Rodriguez
Signature

6/16/00
Date

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

Mail documents to be recorded with required cover sheet information to:
U.S. Department of Commerce, Patent and Trademark Office

ASSIGNMENT

WHEREAS, CONOPCO, INC., a corporation organized under the laws of the State of New York, with its address at 390 Park Avenue, New York, New York 10022 (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest in and to Registration No. 2,164,354 for BRUMMEL & BROWN in the U.S. Patent and Trademark Office, and

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 called "ASSIGNEE") is desirous of acquiring said registration,

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 said registration, together with the goodwill of the business connected with and symbolized by the said registration.

IN TESTIMONY WHEREOF, ASSIGNOR has made this Assignment this 15th day of June, 2000 with an effective date of the 31st day of December, 1996.

CONOPCO, INC.

By: David J. Strickland, III
Name: David J. Strickland, III
Title: Assistant Secretary