



Tab settings 6-30-00

To the Honorable Commissioner of Pat.

101416111

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Bertolli USA, Inc

- 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: March 31, 2000

2. Name and address of receiving party(ies)

Name: Van Den Bergh Italia S.p.A

Internal Address:

Street Address: Via Nino Bonnet 10

City: Milan Country: Italy State: Italy ZIP: 20154

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State - Italy
- 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)
75/064325 and 10 other

B. Trademark Registration No.(s)
2,281,770 and 3 others

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: 6

7. Total fee (37 CFR 3.41).....\$ 165

- 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)

DO NOT USE THIS SPACE

07/27/2000 NTHA11 00000300 210043 75064325

01 FC:481 Signature.
02 FC:482 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

6/30/2000
Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Patent and Trademark Office

DESIGNATION OF DOMESTIC REPRESENTATIVE

Kenneth C. Leonard, Peter Mendelson and Eric W. McCormick, of Lever House, 390 Park Avenue, 19th Floor, New York, New York 10022 are designated as registrant's representatives upon whom notices or process in proceedings affecting the marks may be served.

BERTOLLI USA, INC.

A handwritten signature in black ink, appearing to read "Michael J. Besso", written over a horizontal line.

Michael J. Besso
Vice President

SCHEDULE A

TRADEMARK	REGISTRATION NO./ APPLICATION NO.	DATE OF REGISTRATION/ DATE OF APPLICATION
GENTILE AL PALATO	2,281,770	09/28/99
MEDITERRANEAN SECRETS	75/064325	02/27/96
MEDITERRANEAN SELECTIONS	75/064326	02/27/96
ROCCA DELL 'ULIVETO	2,288,289	10/19/99
THE OLIVE PRESS	2,329,327	03/14/00
TIRRENO	1,923,867	10/03/95

ASSIGNMENT


WHEREAS, BERTOLLI USA, INC., a corporation organized under the laws of the State of Delaware, with its address at 300 Harmon Meadow Boulevard, Secaucus, New Jersey 07094 (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest in and to the trademarks listed on the attached Schedule A, and applications and registrations therefor in the U.S. Patent and Trademark Office (hereinafter called the "TRADEMARKS"), and

WHEREAS, VAN DEN BERGH ITALIA S.p.A., a corporation organized under the laws of Italy, having its address at Via Nino Bonnet 10, Milan, Italy 20154 (hereinafter called "ASSIGNEE") is desirous of acquiring the TRADEMARKS,

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

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as of the 31st day of March, 2000.

BERTOLLI USA, INC.

By: 

Name: Michael J. Besso

Title: Vice President