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To the Honorable Commissioner of Patents

101579465

Attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Kraft Foods Holdings, Inc.

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State Delaware  
☐ Other \_\_\_\_\_

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

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: September 15, 2000

## 2. Name and address of receiving party(ies)

Name: Lipton Investments, Inc

Internal Address: \_\_\_\_\_

Street Address: 501 Silverside RoadCity: 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)

743864

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  
Lever HouseStreet Address: 390 Park AvenueCity: New York State: NY ZIP: 100226. Total number of applications and registrations involved: 17. 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)

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.

Roland Rodriguez  
Name of Person SigningRoland Rodriguez  
Signature

Date

11/7/2000Total number of pages including cover sheet, attachments, and document: 3Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231TRADEMARK  
REEL: 002182 FRAME: 0977

## TRADEMARK ASSIGNMENT

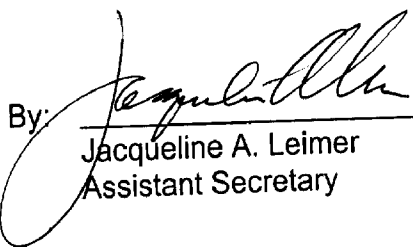
**WHEREAS**, Kraft Foods Holdings, Inc., its predecessor in interest, a corporation of Delaware, having an office and principal place of business at Three Lakes Drive, Northfield, Illinois, has adopted and used the following trademark which is registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
IMPERIAL	743864	01/15/63

**WHEREAS**, Lipton Investments, Inc., a corporation of Delaware, having an office and principal place of business at 501 Silverside Road, Wilmington, Delaware 19809, is desirous of acquiring said trademark and the registration thereof;

**NOW, THEREFORE**, for good and valuable consideration, \$2,500.00, receipt of which is hereby acknowledged, said Kraft Foods Holdings does hereby assign unto the said Lipton Investments, Inc., all right, title and interest in and to the said trademark, together with the goodwill of the business symbolized by the trademark, and the above identified registration thereof.

KRAFT FOODS HOLDINGS, INC.

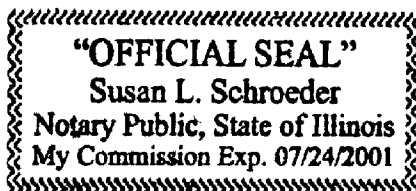
By:   
Jacqueline A. Leimer  
Assistant Secretary

Date: 9/15/02

STATE OF Illinois )  
COUNTY OF Cook ) SS

On this 15<sup>th</sup> day of September, 2000, before me  
appeared **Jacqueline A. Leimer**, the person who signed this instrument, who  
acknowledged that she signed it as a free act on behalf of Kraft Foods Holdings, Inc.

Susan L. Schroeder  
Notary Public



7-24-01  
My Commission Expires:

ASSIGNME.DOC