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02-23-2001

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

01-24-2001

U.S. Patent & TMO/TM Mail Rpt Dt. #11



TO THE HONORABLE COMMISSIONER OF PATENTS A

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original documents or copy thereof.

D

1. Name of conveying party(ies):

Conopco, Inc.

1.24.01

- Individual(s)
- General Partnership
- Corporation-State
- 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: January 1, 2001

2. Name and address of receiving party(ies)

Name: Lipton Investments Inc.

Internal Address:

Street Address: 501 Silverside Ave.

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)

Please see attached Schedule

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ken Leonard

Internal Address: Unilever-HPC

Street Address: 33 Benedict Place

City: Greenwich State: CT ZIP: 06830

6. Total number of applications and registrations involved: 12

7. Total fee (37 CFR 3.41).....\$ 315.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 03-1595.

(Attach duplicate copy of this page if paying by deposit account)

02/22/2001 AAHMED1 00000095 031595 2135005

DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 FC:102 275.00 CH

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.

Jennifer L. Davies
Name of Person Signing

Signature

1/24/01
Date

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002239 FRAME: 0381

SCHEDULE A

TRADEMARK	REGISTRATION NO.
BALANCED NUTRITION FOR A HEALTHY LIFE	2,135,005
JUMPSTART	2,089,764
JUMP-START	1,857,453
MEAL ON THE GO	2,384,896
SLIM-FAST	1,358,816
SLIM-FAST	1,288,616
SLIM-FAST	1,102,508
SLIM-FAST JUMPSTART	2,217,725
ULTRA SLIM-FAST	1,888,193
ULTRA SLIM-FAST	1,714,573
ULTRA SLIM-FAST (Stylized)	1,596,001
ULTRA SLIM-FAST PLUS	1,742,108

ASSIGNMENT

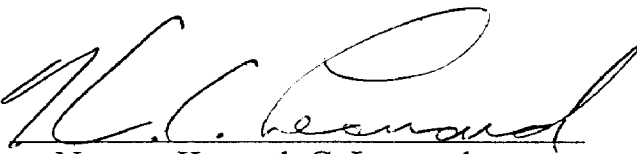
WHEREAS, CONOPCO, INC., a corporation organized under the laws of the State of New York, with its address at 390 Park Avenue, New York, New York 10022 (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest in and to the trademarks and registrations therefor in the U.S. Patent and Trademark Office listed on the attached Schedule A (hereinafter called "TRADEMARKS"), 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 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 said TRADEMARKS.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed on the 1st day of January 2001.

CONOPCO, INC.

By: 

Name: Kenneth C. Leonard

Title: Assistant Secretary