FORM <b>PTO-15</b> (Rev. 6-93)	943 .	7.01
OMB No. 0651-	0011 (exp	. 4/94)

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03-29-2001

**HEET** 

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

To the Honorable Commissioner of Pa. 101652	O 10			
Name of conveying party(ies):	2. Name and address of receiving party(ies)			
Conopco, Inc. dba Lever Brothers Company	Name: Chesebrough-Pond's Inc.			
	Internal Address:			
☐ Individual(s) ☐ Association ☐ General Partnership ☐ Limited Partnership ☐ Corporation-State New York	Street Address: 501 Silverside Road City: Wilmington State: DE ZIP: 19809			
Other				
Additional name(s) of conveying party(ies) attached?   Yes   No	☐ Individual(s) citizenship ☐ Association			
3. Nature of conveyance:	☐ General Partnership ☐ Limited Partnership			
☑ Assignment ☐ Merger	☐ Corporation-State Delaware ☐ Other			
☐ Security Agreement ☐ Change of Name ☐ Other				
Execution Date: March 5, 2001	is attached: ☐ Yes ఈ No  (Designations must be a separate document from assignment)  Additional name(s) & address(es) attached? ☐ Yes ㆍ Yes ㆍ Yes   No			
Application number(s) or patent number(s):	Additional name(s) a address(es) attached? G 165 & 10			
A. Trademark Application No.(s)	B. Trademark Registration No.(s)			
	2,427,429			
Additional numbers attached? ☐ Yes 🖄 No				
5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved:			
Name: Rowena DeLeon	–			
Internal Address: 4th floor	7. Total fee (37 CFR 3.41)\$ 40			
*	☐ Enclosed			
	Authorized to be charged to deposit account			
Street Address: 33 Benedict Place				
Olieet Address	8. Deposit account number:			
	03–1595			
City: Greenwich State: CT ZIP: 06830	(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.				
Rowena DeLeon	Signature			
Name of Person Signing  Total number of pages including	Signature g cover sheet, attachments, and document:			

**TRADEMARK REEL: 002260 FRAME: 0080** 

## TRADEMARK ASSIGNMENT

WHEREAS, CONOPCO, INC. dba LEVER BROTHERS COMPANY, a New York corporation, having its principal place of business at 390 Park Avenue, New York, New York 10022 (hereinafter "ASSIGNOR"), has adopted and is using the mark SEDUCE YOUR SENSES, Registration No. 2,427,429 which is registered in the United States Patent and Trademark Office.

WHEREAS, CHESEBROUGH-POND'S INC., a Delaware corporation, having a place of business at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter "ASSIGNEE"), is desirous of acquiring ownership of said mark and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE effective as of February 6, 2001, all its right, title and interest in and to said mark the registration therefor, together with the goodwill of the business symbolized by said mark.

CONOPCO, INC. dba

LEVER BROTHERS COMPANY

Date: March 5, 200/

RECORDED: 03/08/2001

By: Kenneth C. Leonard

**Assistant Secretary** 

TRADEMARK REEL: 002260 FRAME: 0081