

3/30/01

FORM PTO-1594 (Rev. 6-93)

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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)



Tab settings

To the Honorable Commissioner of Patents

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and original documents or copy thereof.

1. Name of conveying party(ies):

Conopco, Inc. dba Helene Curtis
325 N. Wells Street
Chicago, IL 60610

03-30-2001

U.S. Patent & TMO/TM Mail RptDt. #59

address of receiving party(ies)

Helene Curtis Inc.

Address:

Street Address: 501 Silverside Road

City: Wilmington State: DE ZIP: 60610

- Individual(s)
- General Partnership
- Corporation-State of New York
- Other
- Association
- Limited Partnership

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

- 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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: March 7, 2001

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

A. Trademark Application No.(s)

04/19/2001 GTON11 00000120 031595 2434262
01 FC:481 40.00 CH
02 FC:482 25.00 CH

B. Trademark Registration No.(s)

Reg. No. 2,434,262 for SERIOUS RECOVERY
Reg.No. 2,434,261 for PERFECTLY NORMAL

Additional numbers attached? Yes No

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

Name: Kenneth C. Leonard

Internal Address: Unilever HPC Co.

Street Address: 33 Benedict Place

City: Greenwich State: CT ZIP: 06830

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

- 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)

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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.

Mary A. Cassidy

Name of Person Signing

Mary A. Cassidy
Signature

3/29/2001

Date

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



03-30-2001
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ASSIGNMENT

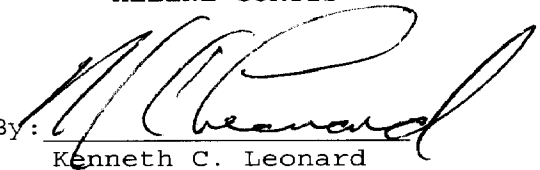
WHEREAS, CONOPCO, INC., dba HELENE CURTIS, a corporation organized under the laws of the State of New York, with its address at 325 N. Wells Street, Chicago, IL 60610 (hereinafter called ASSIGNOR) is owner of Trademark Registration No. 2,434,262 for SERIOUS RECOVERY and Trademark Registration No. 2,434,261 for PERFECTLY NORMAL,

WHEREAS, HELENE CURTIS INC., a corporation organized under the laws of the State of Delaware, having its address at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter ASSIGNEE) is desirous of acquiring the above identified Trademark Registration No. 2,434,262 for SERIOUS RECOVERY and Trademark Registration No. 2,434,261 for PERFECTLY NORMAL,

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 said trademark registrations therefor, together with the goodwill of its business connected with and symbolized by the marks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as to the 7th day of March, 2001.

CONOPCO, INC. dba
HELENE CURTIS

By: 
Kenneth C. Leonard
Assistant Secretary

Dated: March 28, 2001