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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

06-19-2001

U.S. Patent & TMO's/TM Mail Rcpt Dt. #61

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

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

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

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

2. Name and address of receiving party(ies)

Name: Helene Curtis Inc.

Internal Address: _____

Street Address: 501 Silverside Road

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

3. Nature of conveyance:

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

Execution Date: June 18, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

CLEAN SLATE, Reg.No. 2,448,407

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: _____

1

7. Total fee (37 CFR 3.41).....\$ 40.00

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)

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.

Mary A. Cassidy
Name of Person Signing

Mary A. Cassidy
Signature

June 18, 2001
Date

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

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. 2,448,407 for CLEAN SLATE,

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. 2,448,407 for CLEAN SLATE,

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 1st day of May, 2001.

CONOPCO, INC. dba
HELENE CURTIS

By: 

Kenneth C. Leonard
Assistant Secretary

Dated: *June 18, 2001*