

07-06-2001

FORM PTO-1594 (Rev. 6-93)

RE



SHEET

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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

101769378

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Tab settings

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 Street
Chicago, IL 60610

- Individual(s) Association
General Partnership Limited Partnership
Corporation-State
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: June 13, 2001

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

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

A. Trademark Application No.(s)



06-14-2001

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

Additional numbers attached: Yes No

Trademark Registration No.(s)

MUD 6/14/01

No. 2,348,520 - DON'T YOU LOOK SMART

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

07/07/2001 101021 00000060 031595 2348520
40.00 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.

Mary A. Cassidy
Name of Person Signing

Mary Cassidy
Signature

6/13/2001

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. 2,348,520 for DON'T YOU LOOK SMART,

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. 2,348,520 for DON'T YOU LOOK SMART,

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 9th day of May, 2000.

CONOPCO, INC. dba  
HELENE CURTIS

By: 

Kenneth C. Leonard  
Assistant Secretary

Dated: June 13, 2001