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101934700 TRADEMARKS ONLY

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HEET

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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):
 UNILEVER N.V.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Netherlands corporation
 Other _____

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

2. Name and address of receiving party(ies)
 Name: NIPPON SUISAN DELAWARE LLC
 Internal Address: _____
 Address: _____

Street Address: 1320 Newton Street
 City: Los Angeles State: CA Zip: 90021

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 Other Delaware Limited Liability Company

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 Merger
 Security Agreement Change of Name
 Other _____

Execution Date: October 1, 2001

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 76/316698

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: DeAnne Ozaki, Esq.
 Internal Address: Latham & Watkins

Street Address: 633 West Fifth Street
 Suite 4000
 City: Los Angeles State: CA Zip: 90071

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: _____

(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.

Rachel Pinto October 17, 2001
 Name of Person Signing Signature Date

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

01/03/2002 BBYRNE 00000206 76316698
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Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
 Washington, D.C. 20231

TRADEMARK
 REEL: 002416 FRAME: 0397

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made this 1st day of October, 2001 (this "Assignment") by UNILEVER N.V., a corporation incorporated under the laws of The Netherlands with an office at Weena 455, 3013 AL Rotterdam, The Netherlands ("Assignor"), to NIPPON SUISAN DELAWARE LLC, a Delaware limited liability company with an office at 1320 Newton Street, Los Angeles, California 90021 ("Assignee" and, together with Assignor, the "Parties").

WHEREAS, Assignor, through its licensee, is using the mark GORTON'S SHRIMP BOWL (Stylized) (the "Trademark") in commerce and has filed an application (Serial Number not yet assigned) for the Trademark with the United States Patent and Trademark Office on September 25, 2001;

WHEREAS, Assignor has agreed to assign to Assignee its rights in and to the Trademark and the application therefor, pursuant to the Asset Purchase Agreement among Conopco, Inc., U L Canada Inc. and Nippon Suisan (U.S.A.), Inc., dated August 16, 2001 (the "Asset Purchase Agreement").

WHEREAS, Assignee is desirous of acquiring Assignor's right, title, and interest in and to the Trademark and the application therefor; and

WHEREAS, terms used herein but not defined herein shall have the meanings assigned to such terms in the Asset Purchase Agreement.

NOW, THEREFORE, in consideration of the premises contained in this Assignment and the Asset Purchase Agreement, and for other good and valuable consideration,

the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest it has in and to the Trademark and the application therefor, together with the goodwill of the business associated therewith.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed
effective as of the 1st day of October, 2001.

UNILEVER N.V.,

By: K. B. DADIBETH
Name: K. B. DADIBETH
Title: DIRECTOR

By: J. W. WINTER
Name: J. W. WINTER
Title: ASSISTANT SECRETARY

(both duly authorized)