



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.

1-11-02

- Individual(s)
- General Partnership
- Corporation-State NEW YORK
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: OCTOBER 1, 2001

2. Name and address of receiving party(ies)

Name: LIPTON INVESTMENTS, 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)

1 8 8 2 3 7 5

B. Trademark Registration No.(s)

SEE ATTACHED

Additional numbers attached? Yes No

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

Name: ROWENA DELEON

Internal Address: UNILEVER HPC

Street Address: 33 BENEDICT PLACE

City: GREENWICH State: CT ZIP: 06830

6. Total number of applications and registrations involved: 45

7. Total fee (37 CFR 3.41).....\$ 1140

- 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)

02/07/2002 191A21 00000002 031595 1882375

DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 FC:482 1100.00 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.

ROWENA DELEON

Name of Person Signing

Rowena DeLeon
Signature

1/11/02

Date

5

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

SCHEDULE OF TRADEMARKS

<u>MARK</u>	<u>REG. NO.</u>
Bee Character Device	1,882,375
BEST FOODS	565,259
BEST FOODS Real Mayonnaise & Chef's Hat Device	1,293,061
BEST FOODS Real Mayonnaise Label	1,237,528
BEST FOODS Light Mayonnaise Label	1,439,352
BEST FOODS LIGHT	1,511,110
BEST CUSTOMER SOLUTIONS	2,149,290
BLUE RIBBON & Ribbon Device	96,884
BOVRIL	51,862
BOVRIL	2,401,710
BOVRIL (Chinese Characters)	2,150,302
BRING ALONG & Device	2,028,247
BRING OUT THE BEST	1,687,282
BRING OUT THE BEST	1,478,873
BRING OUT THE BEST	2,100,116
BRING OUT THE BEST FOODS ...BRING OUT THE BEST	1,461,172

MARKREG. NO.

BRING OUT THE HELLMANN'S... BRING OUT THE BEST	1,462,104
DURYEA'S	30,327
DURYEA'S & Device	87,357
DURYEA MAIZENA & Spoon Device	1,382,569
HELLMANN'S	514,280
HELLMANN'S LIGHT	1,511,931
HELLMANN'S Real Mayonnaise Label	1,236,589
HELLMANN'S Real Mayonnaise & Chef's Hat Device	1,293,060
HELLMANN'S Light Mayonnaise Label	1,438,227
Indian Scene Device	19,678
LIZANO	2,073,623
MAIZENA	19,680
MAIZENA	442,768
MAIZENA	416,910

MARK**REG. NO.**

MAIZENA & Indian Scene Device	19,679
MARMITE	146,810
Mill Device	1,350,901
Mill Device	1,355,703
Ribbon Device	1,017,067
SKIPPY	504,940
SKIPPY	1,684,865
SKIPPY Creamy Peanut Butter Label	1,248,537
SKIPPY Creamy Peanut Butter Label	1,424,142
SKIPPY SUPER CHUNK Label	1,429,457
SPREAD THE FUN!	2,306,244
STONE-BUHR	861,443
STONE-BUHR	1,349,830
STONE-BUHR (Logo)	1,343,058
SUPER CHUNK	1,661,842

ASSIGNMENT

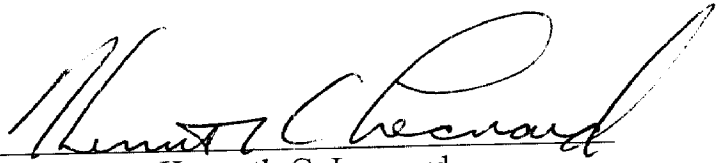
WHEREAS, CONOPCO, INC., a corporation organized under the laws of the State of New York, with its address at 390 Park Avenue, New York, New York 10022 (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest in and to the trademarks and applications and registrations therefor in the U.S. Patent and Trademark Office listed on the attached Schedule A (hereinafter called "TRADEMARKS"), and

WHEREAS, LIPTON INVESTMENTS, INC., a corporation organized under the laws of the State of Delaware, having its address at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter called "ASSIGNEE") is desirous of acquiring the TRADEMARKS,

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 TRADEMARKS, together with the goodwill of the business connected with and symbolized by the said TRADEMARKS.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of October 1, 2001 and is signed on this 11th day of January, 2002.

CONOPCO, INC.

By: 
Name: Kenneth C. Leonard
Title: Assistant Secretary