

ASSIGNMENT

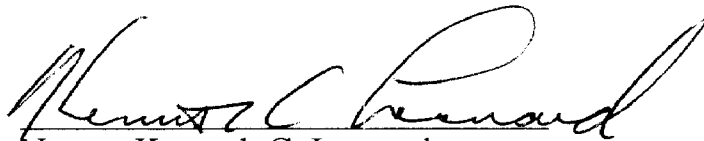
WHEREAS, CONOPCO, INC., a New York corporation of 390 Park Avenue, New York, New York 10022 (hereinafter called "ASSIGNOR") has intended to use the marks in commerce as shown on Schedule A, and has filed applications now assigned Serial Numbers as shown on Schedule A indicating that intention, but has not yet filed an allegation of use under Section 1(c) or 1(d) of the Trademark Act. Applicant is assigning the marks in the above applications as part of the entire business or portion thereof to which the marks pertain as required by § 15 U.S.C. 1060;

WHEREAS, LIPTON INVESTMENTS, INC., a Delaware corporation of 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter called "ASSIGNEE") is desirous of acquiring said pending trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNEE does hereby assign to ASSIGNOR, all right, title, and interest in and to the trademarks and the goodwill of the business symbolized thereby.

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.



Name: Kenneth C. Leonard

Title: Assistant Secretary

SCHEDULE A

TRADEMARK	APPLICATION SERIAL NO.
CITRUS SPLASH	75/762,313
LEGOUT	76/242,359
NUTRABLEND	75/877,946
NUTRABLEND	75/932,208
SKIPPY DOUBLY DELICIOUS	76/165,908