

05-14-2002

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attached original documents or copy thereof.

To the Honorable Commissioner of

102088284

1. Name of conveying party(ies):
 Cenopco, 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

2. Name and address of receiving party(ies)
 Name: Helene Curtis, Inc.
 Internal Address: _____
 Street Address: 501 Silverside Road
 Wilmington DE 19809
 City: _____ 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 Merger
 Security Agreement Change of Name
 Other _____

Execution Date: April 4, 2002

4. Application number(s) or patent number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)

WILD WATERMELON
 2,545,203

Additional numbers attached? Yes No

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

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Jennifer L. Davies
 Internal Address: Unilever HPC

(05/13/2002 TIRAZI 00000032 031595 2545203)
 01 FC-401 40.00 CH

Street Address: 33 Benedict Place
 City: Greenwich State: CT ZIP: 06830

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.
 Jennifer L. Davies

 Name of Person Signing

 Signature

4/4/02

 Date

Total number of pages including cover sheet, attachments, and document: 1

ASSIGNMENT

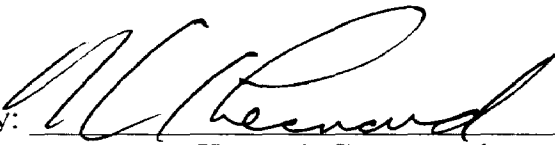
WHEREAS, CONOPCO, INC. dba HELENE CURTIS, INC., a corporation organized under the laws of the State of New York, with its address at 325 N. Wells Street, Chicago, IL 60610 (hereinafter called "ASSIGNOR") is owner of the Trademark Registration No. 2,545,203 for WILD WATERMELON,

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 called "ASSIGNEE") is desirous of acquiring the above identified Trademark Registration No. 2,545,203 for WILD WATERMELON,

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 trademark registration therefor, together with the goodwill of the business connected with and symbolized by the mark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed on the 6th day of March, 2002.

CONOPCO, INC. dba HELENE CURTIS, INC.

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

Dated: April 4, 2002