

REI

08-23-2002



Tab settings => => =>

102200330

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

**Reckitt & Colman (Overseas) Limited**  
**Dansom Lane, Hull**  
**Yorkshire, England** 8-20-02

- Individual(s)
- General Partnership
- Association
- Limited Partnership

- Corporation-State United Kingdom
- Other: \_\_\_\_\_

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

2. Name and address of receiving party(ies)

Name: **Standard Brands (UK) Limited**

Internal Address: \_\_\_\_\_

Street Address: **222 Gray's Inn Road**

City: **London** State: **England** Zip: **WC1X 8HB**

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State United Kingdom
- 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
- Security Agreement
- Merger
- Change of Name
- Other \_\_\_\_\_

Execution Date: **July 23, 2002**

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)  
**796582**

Additional number(s) attached  Yes  No

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

Name: **Michael Bevilacqua, Esquire**

Internal Address: **Hale and Dorr LLP**

Street Address: **60 State Street**

City: **Boston** State: **Massachusetts** Zip: **02109**

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:

**08-0219**

(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.

**Michael Bevilacqua, Esquire**  
Name of Person Signing

**August 15, 2002**  
Date

Hale and Dorr LLP Attorney Reference Number: **979.33.152**

Total number of pages including cover sheet, attachments, and document: **5**

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments, Washington, D.C. 20231

08/22/2002 TDIRZ1 00000161 080219 796582

01 FC:481 40.00 CH

BOSTON 1484850v1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Registrant: Standard Brands (UK) Limited  
222 Gray's Inn Road  
London WC1X 8HB  
England

Mark: **ZIP**

Regis. No.: 0796582

Class: 4

Reg. Date: September 28, 1965

Docket No.: 979.33.152

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Sir:

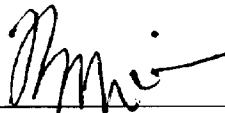
Hale and Dorr LLP, Michael J. Bevilacqua, Barbara A. Barakat and James B. Lampert are designated as representatives on whom notices or processes in proceedings affecting the above identified mark may be served.

All further correspondence relating to this registration should be addressed to:

Michael J. Bevilacqua  
Hale and Dorr LLP  
60 State Street  
Boston, Massachusetts 02109  
P: (617) 526-6448  
F: (617) 526-5000  
I: michael.bevilacqua@haledorr.com

STANDARD BRANDS (UK) LIMITED

Date: July 31, 2002



Officer Name: David Bizat  
Officer Title: Managing Director

Designation of Domestic Representative

Page 1

BOSTON 1434042v1

**TRADEMARK**  
**REEL: 002568 FRAME: 0631**

THIS ASSIGNMENT is made on 23 July 2002 BETWEEN

- (1) RECKITT & COLMAN (OVERSEAS) LIMITED, a corporation organised under the laws of the United Kingdom, whose ~~registered office~~ <sup>trading address</sup> is at Dansom Lane, Hull, Yorkshire, England ("the Assignor"), and JH
- (2) STANDARD BRANDS (UK) LIMITED, a corporation organised under the laws of the United Kingdom, whose registered office is at 222 Gray's Inn Road, London, WC1X 8HB ("the Assignee")

## BACKGROUND

- A. The Assignor is the registered proprietor of the registered trade mark detailed in the Schedule ("the Trade Mark").
- B. The Assignor has agreed to assign the Trade Mark, together with goodwill, on the terms set out in this Agreement.

## OPERATIVE PROVISIONS

### 1. ASSIGNMENT AND LIMITATIONS

- 1.1. For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Assignor assigns to the Assignee all its rights, title and interest in and to the Trade Mark together with the goodwill directly connected with the Trade Mark under assignment in relation to goods for which the Trade Mark has been used, but no other or greater goodwill, together with the right to sue for past infringements and to retain any damages obtained as a result of such action.

1.2 For the avoidance of doubt, the Assignor does not assign any goodwill in its business which is not being sold or in those goods which it continues to manufacture and/or sell.

## **2. FURTHER ASSURANCE**

2.1 The Assignor agrees, at the expense of the Assignee, to execute such further documents, forms and authorisations and take such further acts as may be reasonably required or reasonably requested by the Assignee to give full effect to the terms of this Agreement.

## **3. GOVERNING LAW AND JURISDICTION**

3.1 This Agreement is governed by and shall be construed in accordance with English law and the parties agree to submit to the non-exclusive jurisdiction of the English courts.

THE SCHEDULE REFERRED TO ABOVE

Trade Mark

Registration No.

Class

ZIP

796582

4

Signed for and on behalf of  
RECKITT & COLMAN (OVERSEAS) LIMITED

by: SM Henderson *SMH*  
~~Resina Baxter~~ - Authorised Signatory  
*SHEILA HENDERSON*

Signed for and on behalf of  
STANDARD BRANDS (UK) LIMITED

by: *David Bizat*  
David Bizat - Managing Director