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United States Patent and Trademark Office



102378302

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please

or copy thereof.

1. Name of conveying party(ies)
Helados Holanda, S.A. de C.V.

2.25.03

FINANCE SECTION

- Individual(s)
- General Partnership
- Corporation-State
- Other Mexico Corporation
- 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: December 21, 2001

2. Name and address of receiving party(ies)

Name: Unilever N.V.

Internal Address:

Street Address: 455 Weena

The Netherlands

City: Rotterdam

State:

ZIP: 3013AL

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

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)

B. Trademark Registration No.(s)

2,066,678

Additional numbers attached? Yes No

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

Name: Eric McCormick

Internal Address: 19th Floor

Street Address: 390 Park Avenue

02/28/2003 TB1A21 00000072 210043 2066678

01 FC:8521 40.00 CH

City: New York State: NY ZIP: 10022

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:

210043

(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.

Mark J. Ninehan

Name of Person Signing

Mark J. Ninehan
Signature

2/25/03
Date

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

3

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

TRADEMARK
REEL: 002680 FRAME: 0716

DESIGNATION OF DOMESTIC REPRESENTATIVE

Kenneth C. Leonard, Mitchell Frank and Eric McCormick whose postal address is Unilever Law Department, 390 Park Avenue, 19th floor, New York, New York 10022 are all designated as Unilever N.V.'s representatives upon whom notices or process in proceedings affecting this mark may be served.

POWER OF ATTORNEY

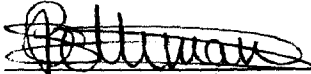
Applicant hereby appoints Kenneth C. Leonard, Mitchell Frank and Eric McCormick members of the Bar of the State of New York, to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith and to receive the certificate of registration.

Please direct all correspondence with respect to this application to:

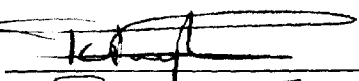
Eric McCormick
Unilever Law Department
390 Park Avenue, 19th floor
New York, New York 10022
(212) 906-3385

UNILEVER N.V.

Date: 21 January 2003

By: 
Name: S. W. Pelkman
Title: Trade Mark Adviser

Date: 21 January 2003

By: 
Name: R. VAN Tuijl
Title: Trade Mark Counsel

TRADEMARK ASSIGNMENT


WHEREAS, Helados Holanda, S.A. de C.V., a Mexico corporation of Tepalcapa No. 2, Col. Rancho Santo Domingo, Tutitlán, Edo. de Mexico Z.C 54900 (hereinafter "ASSIGNOR" is owner of the trademark "FRUTI-HOLANDA®" (Stylized) and Registration No. 2,066,678 therefor- registered with the United States Patent and Trademark Office (hereinafter referred to as "trademark"); and

WHEREAS, Unilever, N.V. a Netherlands corporation of Weena 455, 3013 AL Rotterdam, The Netherlands (hereinafter "ASSIGNEE"), is desirous of acquiring said trademark.

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

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 21 day of December, 2001.

HELADOS HOLANDA, S.A. DE C.V.

By:  _____

Name: Federico de Jesús Barroso Alarcón
Title: General Counsel