



Tab settings

102394324

To the Honorable Commissioner of Patents and Trademarks, 102394324 and original documents or copy thereof.

1. Name of conveying party(ies):

Stephen A. Orcutt and  
Marilee D. Orcutt

- Individual(s)
- General Partnership
- Corporation-State
- 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: July 30, 2002

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)

B. Trademark Registration No.(s)

2,079,500

Additional numbers attached?  Yes  No

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

Name: Roland Rodriguez

Internal Address: \_\_\_\_\_  
Unilever United States, Inc.

Street Address: 390 Park Avenue

City: New York State: NY ZIP: 10022

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 21-0043

(Attach duplicate copy of this page if paying by deposit account)

03/18/2003 LMI/LLER 00000269 210043 2079500

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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.

Roland Rodriguez  
Name of Person Signing

Roland Rodriguez  
Signature

3/14/03  
Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK

REEL: 002693 FRAME: 0476

FINANCE SECTION  
2003 MAR 14 AM 9:43

## ASSIGNMENT OF TRADEMARK AND REGISTRATION

WHEREAS, Stephen A. Orcutt and Marilee D. Orcutt, currently residing at 4002 N. 45th Street, Phoenix, AZ 85018 (hereafter "Assignors") are the successors of their son Jonathan Troy Orcutt (hereafter "the Deceased") who died intestate on October 14, 1995, and Assignors were entitled to become the owners of all of the property of the Deceased by intestate succession; and

WHEREAS, by reason of the operation of law Assignors became the owners of U.S. Patent & Trademark Office Intent to Use Application No. 74/416,511 (hereafter "the Application") for the trademark RANCHUP (hereafter "the RANCHUP Mark") which had been filed by the Deceased and Assignors' succession to the Application was recorded in the Trademark Office on February 5, 1996 at Reel 1431, Frame 959; and

WHEREAS, the RANCHUP Mark for condiments, namely, sauces flavored with ketchup for use on food was first used in interstate commerce by Assignors on October 4, 1996 and Assignors filed a Statement of Use, dated November 13, 1996 (hereafter "the Statement of Use"), in connection with the Application in the U.S. Patent & Trademark Office; and

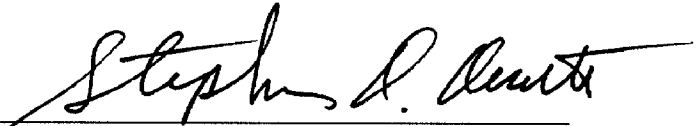
WHEREAS, the Application matured into U.S. Patent & Trademark Office Registration No. 2,079,500, dated July 15, 1997, for RANCHUP for condiments, namely, sauces flavored with ketchup for use on food and said registration mistakenly issued in the name of the Deceased (hereafter "the Registration"); and


WHEREAS, the Registration should have been issued (as requested in the Statement of Use) in the name of Assignors and is, in fact, owned by Assignors; and

WHEREAS, Arthur J. Greenbaum, an attorney with offices at 1133 Avenue of the Americas, New York, New York 10036, acting as agent for an undisclosed principal, is desirous

of acquiring the RANCHUP Mark and the registration for that mark, for his undisclosed principal,


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors do hereby assign unto Arthur J. Greenbaum, as agent for an undisclosed principal, all of their rights, title and interest in and to the RANCHUP Mark for any and all products and services and as a trade name, together with the good will of the business symbolized by the mark, and the registration thereof, namely U.S. Patent & Trademark Office Reg. No. 2,079,500. Further, Assignors agree to cooperate, if necessary, at the expense of Mr. Greenbaum's principal, in the confirmation and defense of the assigned mark and its registration.

  
Stephen A. Orcutt

  
Marilee D. Orcutt

STATE OF ARIZONA        )  
  ) ss.:  
COUNTY OF MARICOPA    )

Subscribed and sworn to before me this 30<sup>th</sup> day of July, 2002 by STEPHEN A. ORCUTT and MARILEE D. ORCUTT.

  
Notary Public

My Commission Expires:



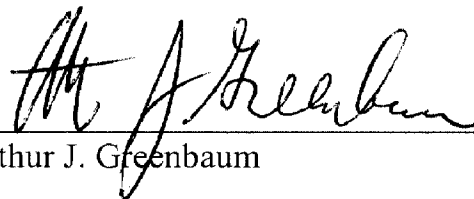
**KENNETH WELSH JR**  
Notary Public - Arizona  
Maricopa County  
Comm. Expires 02/15/05

CONFIRMATION BY AGENT ACTING FOR AN UNDISCLOSED PRINCIPAL

STATE OF NEW YORK     )  
  ) ss.:  
COUNTY OF NEW YORK )


WHEREAS, Stephen A. Orcutt and Merilee D. Orcutt, residing at 4002 N. 45th Street, Phoenix, AZ 85018, ("the Orcutts"), assigned on July 30, 2002 to Arthur J. Greenbaum, an attorney with offices at 1133 Avenue of the Americas, New York, NY 10036, acting as agent for an undisclosed principal, the trademark RANCHUP for condiments, namely, sauces flavored with ketchup for use on food and for any and all other products and services and as a trade name, together with the good will of the business symbolized by the mark, and the federal registration for RANCHUP, namely, Registration No. 2,079,500,

NOW, THEREFORE, Arthur J. Greenbaum hereby confirms that he was acting as agent in this transaction for his principal, Lipton Investments, Inc., a Delaware corporation, with an office at 501 Silverside Road, Wilmington, DE 19809, and that said Lipton Investments, Inc. is the owner of the trademark RANCHUP, together with the good will of the business symbolized by the mark, and the federal registration for RANCHUP, namely, Registration No. 2,079,500, and that Arthur J. Greenbaum never had and does not now have any ownership interest in the trademark RANCHUP, any other rights which the Orcutts transferred, or in Registration No. 2,079,500.

  
\_\_\_\_\_  
Arthur J. Greenbaum

Subscribed and sworn to before me

this 31<sup>st</sup> day of October, 2002

  
\_\_\_\_\_  
Notary Public

PETER R. PORCINO

Notary Public, State of New York

No. 02704654828

Qualified in Westchester County

Commission Expires September 30, 2005

**TRADEMARK**

AJG/LEF/18692/05/531389.2

**RECORDED: 03/04/2003**

**REEL: 002693 FRAME: 0479**