

05-05-2003



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102437939

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

1. Name of conveying party(ies):

Lipton Investments, Inc.

5-1-03

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 9/5/2002

2. Name and address of receiving party(ies)

Name: Conopco, Inc.

Internal Address: 19th Floor

Street Address: 390 Park Avenue

City: New York State: NY Zip: 10022

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State New York 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 registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,350,901;

1,355,703; 1,349,830; 1,343,058; 861,443

Additional number(s) attached Yes No

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

Name: Mark Ninehan

Internal Address: Unilever Law Department

Street Address: 390 Park Avenue, 19th Floor

City: New York State: NY Zip: 10022

6. Total number of applications and registrations involved:

5

7. Total fee (37 CFR 3.41) \$ 140.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

210043

DO NOT USE THIS SPACE

9. Signature.

Mark Ninehan

Name of Person Signing

Signature

May 1, 2003

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 Patent & Trademarks, Box Assignments Washington, D.C. 20231

05/05/2003 LNUELLER 00000013 210043 1350901

01 FC:0521 02 FC:0522 40.00 CH 100.00 CH

TRADEMARK REEL: 002723 FRAME: 0605

OFFICE OF PUBLIC RECORDS 2003 MAY -1 PM 2:15 FINANCE SECTION

TRADEMARK ASSIGNMENT

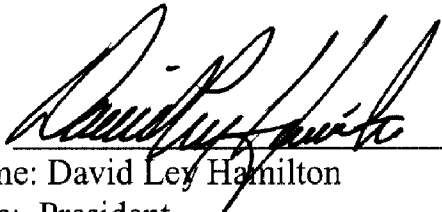
WHEREAS, Lipton Investments, Inc., a Delaware corporation, of 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter "ASSIGNOR") is owner of the entire right, title and interest in and to the trademarks and registrations therefor registered with the United States Patent and Trademark Office on the attached Schedule A (hereinafter referred to as "Trademarks"); and

WHEREAS, Conopco, Inc., a New York corporation, of 390 Park Avenue, New York, New York 10022, (hereinafter "ASSIGNEE"), is desirous of acquiring said Trademarks.

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 Trademarks, together with the goodwill of the business symbolized by said Trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 5<sup>th</sup> day of September, 2002.

LIPTON INVESTMENTS, INC.

By:   
Name: David Ley Hamilton  
Title: President

**SCHEDULE A**

<u>TRADEMARK</u>	<u>REG. NO.</u>
STONE-BUHR	861,443
STONE-BUHR (Stylized)	1,343,058
STONE-BUHR	1,349,830
Design Only	1,355,703
Design Only	1,350,901