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To the Honorable Commissioner of Patents and Trademarks

attached original documents or copy thereof.

1. Name of conveying party(ies):
Conopco, Inc. dba Helene Curtis, Inc.
325 N. Wells Street
Chicago, IL 60610

5-15-03

- Individual(s)
- General Partnership
- Corporation-State
- Other New York

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

3. Nature of conveyance:
- Assignment
 - Security Agreement
 - Other
 - Association
 - Limited Partnership
 - Merger
 - Change of Name

Execution Date: May 14, 2003

2. Name and address of receiving party(ies):

Name: Helene Curtis, 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)

WHERE THERE'S HEAT THERE'S HEALTHY HAIR
Reg. No. 2,509,885

B. Trademark Registration No.(s)

HOLD TIGHT, Reg.No. 2,439,553

LOOSELY DEFINED, Reg. No. 2,441,611

UNDER FIRM CONTROL, Reg.No. 2,462,697

Additional numbers attached? Yes No

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

Name: Kenneth C. Leonard

Internal Address: Unilever HPC Co.

Street Address: 33 Benedict Place

City: Greenwich State: CT ZIP: 06830

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$115.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:
03-1595

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

05/19/2003 EDDOPEP 00000269 031595 2439553

DO NOT USE THIS SPACE

01 FC10521 40.00 CH
02 FC10522 75.00 CH

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.

Mary A. Cassidy

Mary A. Cassidy

05/15/2003

Name of Person Signing

Signature

Date

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

ASSIGNMENT

WHEREAS, CONOPCO, INC., dba HELENE CURTIS, 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 entire right, title and interest to the trademarks and the registrations therefor in the U.S. Patent and Trademark Office listed on the attached Schedule A (hereinafter called " TRADEMARKS"), and

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 ASSIGNEE) is desirous of acquiring the TRADEMARKS,

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 TRADEMARKS, together with the goodwill of its business connected with and symbolized by the TRADEMARKS.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed on the 14th day of May, 2003.

CONOPCO, INC. dba
HELENE CURTIS

BY: 

Kenneth C. Leonard
Assistant Secretary

SCHEDULE " A "

TRADEMARK

REGISTRATION NO.

HOLD TIGHT	2,439,553
LOOSELY DEFINED	2,441,611
UNDER FIRM CONTROL	2,462,697
WHERE THERE'S HEAT THERE'S HEALTHY HAIR	2,509,885