OBM PTO-1594 RECORDATION FO	RM COVER SHEET U.S. DEPARTMENT OF COMMERCE
MB No. 3651-0011 (exp. 4/94) 5-15-03TRADEN	Patent and Trademark Office
Tab settings □□□▼ ▼	
To the Honorable Commissioner of Patents and Tradema	uments or copy thereof.
1. Name of conveying party(les)/CE @ the conveying party	102452445 ing party(ies)
Conopco, Inc. 2002 MAY 15 M 9: 26	Name: <u>Helene Curtis Inc.</u>
FINANCE SECTION Individual(s) Association General Partnership Corporation-State Other Additional name(s) of conveying party(ies) attached? Yes No	Internal Address:
3. Nature of conveyance: Assignment Security Agreement Other Execution Date: December 31, 2002	□ Association □ General Partnership □ Limited Partnership □ Corporation-State □ Dolume □ 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
Application number(s) or patent number(s):	Account in interpretable of the second
Additional numbers a	2,669,807 2,585,924 2,541,635 1,459,784 2,582,956 attached? © Yes © No
5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved:
Name: Jennifer L. Davies Internal Address:	7. Total fee (37 CFR 3.41)\$ 1 40.00 Enclosed Authorized to be charged to deposit account
33 Benedict Place	Training to be sharged to deposit account
Street Address: City: Greenwich State: CT ZIP: 06830	8. Deposit account number: 03-1595
27/19/2003 TENET! 00000176 031595 0167007/	(Attach duplicate copy of this page if paying by deposit account)
1) F(:4521 40.00 CH 1) F(:4521 100.00 CH 9. Statement and signature. To the best of my knowledge and belief, the foregoing infortine original document.	mation is true and correct and any attached copy is a true copy o Signature Copy of the copy of the copy is a true copy of the copy of t
	required cover sheet information to:

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

TRADEMARK

REEL: 002735 FRAME: 0379

ASSIGNMENT

WHEREAS, CONOPCO, INC. dba HELENE CURTIS, INC., 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 called "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 the business connected with and symbolized by the TRADEMARKS.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed on the 31st day of December, 2002.

CONOPCO, INC. dba HELENE CURTIS

3v:

Name: Kenneth C. Leonard Title: Assistant Secretary

TRADEMARK
REEL: 002735 FRAME: 0380

SCHEDULE "A"

TRADEMARK	REGISTRATION NO.
GET CARRIED AWAY	2,669,807
SEE IT. DO IT.	2,541,635
GET IN SHAPE	2,582,956
DON'T FADE ON ME	2,585,924
DO IT	1,459,784

TRADEMARK
RECORDED: 05/15/2003 REEL: 002735 FRAME: 0381