

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

By: 

Name: Kenneth C. Leonard
Title: Assistant Secretary

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