

Tab settings     17-1-03



To the Honorable Commissioner of Patents and Trademarks

102488677

documents or copy thereof.

1. Name of conveying party(ies):

Conopco, Inc.

- Individual(s)
- General Partnership
- Corporation-State New York
- 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: March 19, 2002

2. Name and address of receiving party(ies)

Name: Chesebrough-Pond's 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)

2,542,799

2,549,732

Additional numbers attached?  Yes  No

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

Name: Rowena DeLeon

Internal Address: Unilever HPC

07/03/2003 ECDDPFR 00000086 031595 2542799

01 FC:8521 40.00 DA

02 FC:8522 25.00 DA

Street Address: 33 Benedict Place

City: Greenwich State: CT ZIP: 06830

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

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)

DO NOT USE THIS SPACE

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.

Rowena DeLeon

Name of Person Signing

Rowena DeLeon  
Signature

July 1, 2003  
Date

Total number of pages including cover sheet, attachments, and document: 2

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

Commissioner of Patents & Trademarks, Box Assignments

Washington, D.C. 20231

TRADEMARK

REEL: 002771 FRAME: 0464

TRADEMARK ASSIGNMENT

WHEREAS, CONOPCO, INC. dba LEVER BROTHERS COMPANY, a New York corporation, having its principal place of business at 390 Park Avenue, New York, New York 10022 (hereinafter "ASSIGNOR"), has adopted and is using the marks LUSCIOUS NECTAR, Registration No. 2,542,799, and WATERFRESH BREEZE, Registration No. 2,549,732 which are registered in the United States Patent and Trademark Office.


WHEREAS, CHESEBROUGH-POND'S INC., a Delaware corporation, having a place of business at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter "ASSIGNEE"), is desirous of acquiring ownership of said marks and the registrations thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE, all its right, title and interest in and to said marks the registrations therefor, together with the goodwill of the business symbolized by said marks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 19th day of March 2002.

CONOPCO, INC. dba  
LEVER BROTHERS COMPANY

Date: March 19, 2002

By:   
Kenneth C. Leonard  
Assistant Secretary