

REC

09-25-2003

HEET



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ched original documents or copy thereof.

1. Name of conveying party(ies):

CONOPCO, INC.

9-2203

- Individual(s) Association
General Partnership Limited Partnership
Corporation-State NEW YORK
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: JULY 8, 2003

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)

2,735,300
2,735,352

Additional numbers attached? Yes No

OPRFINANCE
SEP 22 AM 8:55

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

Name: ROWENA DELEON

Internal Address: UNILEVER HPC

09/24/2003 EDOOPER 00000145 031995 2735300

01 FC:0521 40.00 00
02 FC:0522 25.00 00

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

Signature

9/17/2003

Date

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

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 following marks:

BERRY FUSION, Registration No. 2,735,300;  
MOISTURE RESPONSE, Registration No. 2,735,352;

which are registered in the United States Patent and Trademark Office.

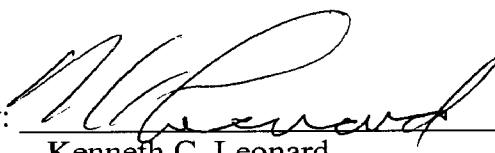
WHEREAS, CHESEBROUGH-POND'S INC., a Delaware corporation, having a place of business at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter "ASSIGNEE"), is desirous of acquiring ownership of said marks and the registrations thereof.

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 8<sup>th</sup> day of July 2003.

CONOPCO, INC. dba  
LEVER BROTHERS COMPANY

Date: JULY 8, 2003

By:   
Kenneth C. Leonard  
Assistant Secretary