

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UNILEVER N.V.		05/10/2004	CORPORATION: NETHERLANDS

RECEIVING PARTY DATA	
Name:	Henkel KGaA
Street Address:	Henkelstrasse 67
City:	Duesseldorf
State/Country:	GERMANY
Postal Code:	40589
Entity Type:	Association limited by shares: GERMANY

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1270479	FRISH

CORRESPONDENCE DATA	
Fax Number:	(212)509-9559
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2125095050
Email:	thilo.agthe@wg-law.com
Correspondent Name:	Thilo C. Agthe
Address Line 1:	11 Hanover Square, 19th Floor
Address Line 4:	New York, NEW YORK 10005

ATTORNEY DOCKET NUMBER:	5045-002
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DOMESTIC REPRESENTATIVE	
Name:	Wuersch & Gering LLP
Address Line 1:	11 Hanover Square, 19th Floor
Address Line 4:	New York, NEW YORK 10005

NAME OF SUBMITTER:	Thilo C. Agthe
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OP \$40.00 1270479

Total Attachments: 2

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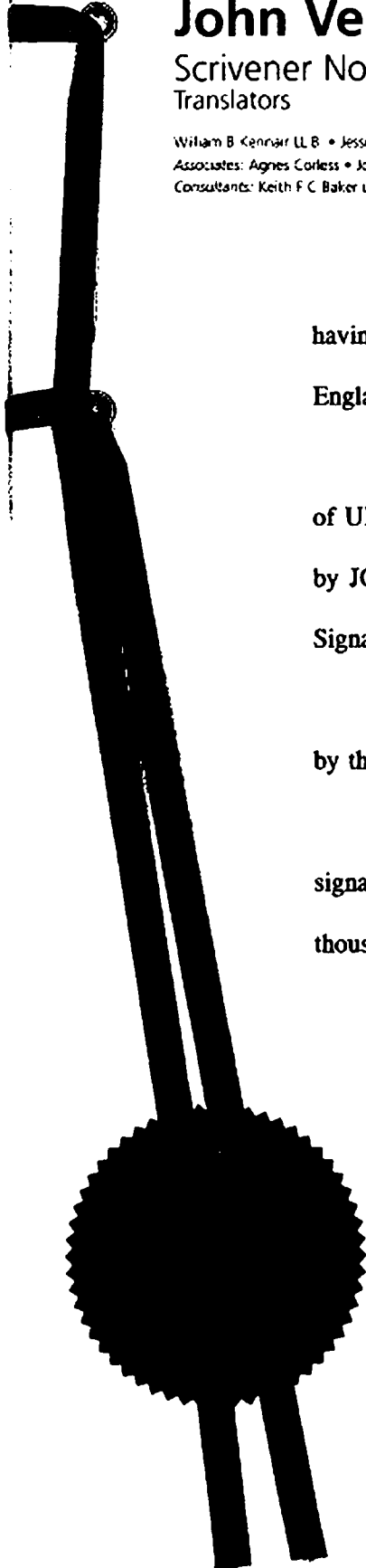
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John Venn & Sons
 Scrivener Notaries
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I, JESSICA MARGARET REEVE, a duly admitted Notary Public,
 having jurisdiction throughout England and Wales and practising in London,
 England, hereby certify:

1. THAT the Assignment annexed hereto was signed for and on behalf
 of UNILEVER N.V., of Weena 455, 3013 AI Rotterdam, The Netherlands,
 by JOSEPH SULLIVAN and AARON RONALD WOOD, duly Authorised
 Signatories of the said Company;

2. AND THAT the said Assignment, being so signed, is duly issued
 by the said Company.

IN WITNESS whereof I have issued this Certificate under my
 signature and Seal of Office at London, aforesaid, the tenth day of May Two
 thousand and four.



USA

(2)

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, UNILEVER N.V., a corporation organized and existing under the laws of the Netherlands, having its principal offices at Weena 455, 3013 AL Rotterdam, Netherlands (hereinafter referred to as the "Assignor"), has adopted and used and is using the trademark FRISH, which trademark was registered in the United States Patent and Trademark Office on March 20, 1984 under U.S. Reg. No. 1,270,479, for "lavatory cleaning preparations" in International Class 003 (hereinafter referred to as the "Trademark");

WHEREAS, Henkel KGaA, a "Kommanditgesellschaft auf Aktien" (an association limited by shares) organized and existing under the laws of the Federal Republic of Germany, having its principal address at Henkelstrasse 67, 40589 Duesseldorf, Germany (hereinafter referred to as the "Assignee"), is desirous of acquiring the Trademark and the registration thereof,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all rights, title and interest in and to the Trademark and the registration thereof, together with the good will of the business symbolized by the Trademark, all causes of action for past infringement thereof, and the registration thereof.

UNILEVER N.V.

By:		
Name:	Joseph Sullivan	Aaron Ronald Wood
Title:	Duly Authorised	Duly Authorised

CITY OF _____)
) SS:
 COUNTY OF _____)

On this _____ day of _____, 2004, before me appeared _____, the person who signed this instrument, who acknowledged that he/she signed it on behalf of the above identified corporation or other juristic entity with authority to do so.

 Notary Public