

1/23/04

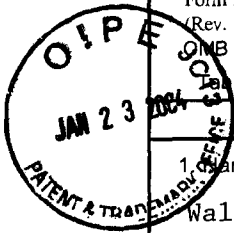
02-02-2004



U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
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102658757



To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Walden-Hays, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- 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: January 21, 2004

2. Name and address of receiving party(ies)

Name: Lipton Investments, Inc.

Internal Address:

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 registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,200,631

Additional number(s) attached Yes No

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

Name: Jennifer L. Davies

Unilever HPC

Internal Address:

Street Address: 33 Benedict Place

City: Greenwich State: CT Zip: 06830

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- 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.

Jennifer L. Davies

Name of Person Signing

Jennifer L. Davies
Signature

1/22/04

Date

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

01/30/2004 ECOOPER 00000045 031595 2200631

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TRADEMARK
REEL: 002906 FRAME: 0175

ASSIGNMENT

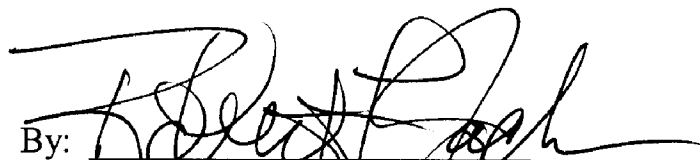
WHEREAS, WALDEN-HAYS, INC. a corporation organized under the laws of the State of New York, with its address at 853 Broadway, New York, New York 10003 (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest in Trademark Registration No. for the mark XTREME SPORT (and Design), and the entire right, title and interest in the trademark for use in connection with the goods listed in Registration No. 2200631 (hereinafter referred to as the "TRADEMARK"), and

WHEREAS, LIPTON INVESTMENTS, INC., a corporation organized under the laws of the State of Delaware, with offices located at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter called "ASSIGNEE") is desirous of acquiring the TRADEMARK,

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does assign to ASSIGNEE the ASSIGNOR'S entire right, title and interest, including the right to sue for past infringement in and to the TRADEMARK, together with the goodwill of the business connected with and symbolized by the TRADEMARK.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as the 21 day of January, 2004.

WALDEN-HAYS, INC.

By: 
Name ROBERT L. JACKSON
Title President

NY240950.1

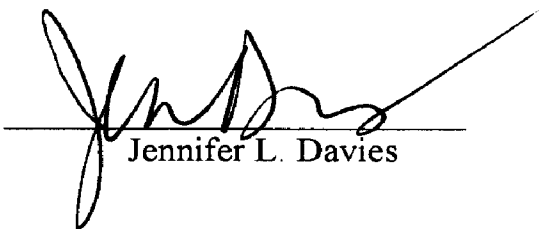
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REEL: 002906 FRAME: 0176

CERTIFICATE OF EXPRESS MAIL UNDER 37 C.F.R. 1.10

“Express Mail” mailing label number: ET500299892US

Date of Deposit: January 23, 2004

I hereby certify that the following documents: (1) Transmittal Letter; (2) Recordation Form Cover Sheet; (3) Assignment; (4) Certificate of Mailing; and (5) Acknowledgement Postcard are being deposited with the United States Postal Service “Express Mail Post Office to Addressee” on the date indicated above and is addressed to: Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P. O. Box 1450, Alexandria VA 22313-1450



Jennifer L. Davies



3 8

January 23, 2004

BY EXPRESS MAIL
ET500299892US

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P. O. Box 1450
Alexandria VA 22313-1450

Re: Recordal of Assignment of XTREME SPORT from Walden-Hays, Inc. to Lipton Investments, Inc.

Dear Sir:

Please find enclosed for filing:

- 1) Transmittal Letter;
- 2) Recordation Form Cover Sheet;
- 3) Assignment;
- 4) Certificate of Mailing; and
- 5) Acknowledgement Postcard.

Please debit our Deposit Account No. 03-1595 for \$40.00 to cover the filing fee and any other fees in connection with the filing of this recordation request.

We enclose a self-addressed, stamped postcard to be returned to us indicating receipt of the above documents.

Sincerely yours,

Jennifer L. Davies
Legal Assistant

Enclosures

Unilever Home & Personal Care - USA
33 Benedict Place Greenwich, Connecticut 06836-5308
Telephone (203) 661-2000

RECORDED: 01/23/2004

TRADEMARK
REEL: 002906 FRAME: 0178