

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Conopco, Inc. dba Chesebrough Pond's USA Co.		03/05/2003	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Chesebrough-Pond's Inc.		
Street Address:	501 Silverside Road		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19809		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2692875	HOMEBASICS	
CORRESPONDENCE DATA			
Fax Number:	(203)625-1634		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jennifer.davies@unilever.com		
Correspondent Name:	Jennifer L. Davies		
Address Line 1:	33 Benedict Place		
Address Line 2:	Unilever HPC		
Address Line 4:	Greenwich, CONNECTICUT 06830		
NAME OF SUBMITTER:	Jennifer L. Davies		
Total Attachments: 1 source=homebasics#page1.tif			

CH \$40.00 2692875

ASSIGNMENT


WHEREAS, CONOPCO, INC. dba CHESEBROUGH POND'S USA CO., a corporation organized under the laws of the State of New York, with its address at 33 Benedict Place, Greenwich, CT 06830 (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest to the trademark HOMEBASICS and Registration No. 2,692,875 therefor (hereinafter called the "TRADEMARK"), and

WHEREAS, CHESEBROUGH-POND'S 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 TRADEMARK,

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 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 effective as of March 5, 2003.

CONOPCO, INC. dba CHESEBROUGH POND'S USA CO.

By: 

Name: Kenneth C. Leonard

Title: Assistant Secretary