

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
Conopco, Inc. dba Helene Curtis, Inc.		05/21/2003	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Helene Curtis, 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:	2717329	KICKS-IN IN THE CLUTCH

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 4:	Greenwich, CONNECTICUT 06830

NAME OF SUBMITTER:	Jennifer L. Davies
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Total Attachments: 1 source=kicks in in the clutch#page1.tif
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ASSIGNMENT

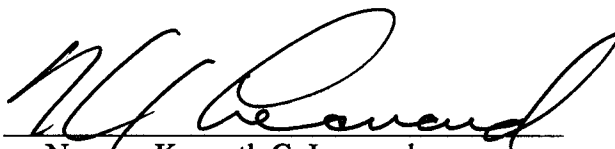
WHEREAS, CONOPCO, INC. dba HELENE CURTIS, INC., a corporation organized under the laws of the State of New York, with its address at 205 N. Michigan Avenue, Chicago, IL 60601 (hereinafter called "ASSIGNOR") is owner of the entire right, title and interest to the trademark KICKS-IN IN THE CLUTCH and Registration No. 2,717,329 therefor (hereinafter called the "TRADEMARK"), and

WHEREAS, HELENE CURTIS, 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 May 21, 2003.

CONOPCO, INC. dba HELENE CURTIS

By: 

Name: Kenneth C. Leonard

Title: Assistant Secretary