

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.		07/30/2003	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

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:	2745219	EXTREME BLAST

CORRESPONDENCE DATA

Fax Number: (203)625-1634
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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

CH \$40.00 2745219

NAME OF SUBMITTER:

Jennifer L. Davies

Total Attachments: 1
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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 EXTREME BLAST and Registration No. 2,745,219 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 July 30, 2003.

CONOPCO, INC. dba HELENE CURTIS

By: 
Name: Kenneth C. Leonard
Title: Assistant Secretary