

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Conopco, Inc. dba Helene Curtis, Inc.		03/26/2003	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Helene Curtis, Inc.		
<b>Street Address:</b>	501 Silverside Road		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19809		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2701429	THE BEAUTY IN HEAT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(203)625-1634		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	jennifer.davies@unilever.com		
<b>Correspondent Name:</b>	Jennifer L. Davies		
<b>Address Line 1:</b>	33 Benedict Place		
<b>Address Line 2:</b>	Unilever HPC		
<b>Address Line 4:</b>	Greenwich, CONNECTICUT 06830		
<b>NAME OF SUBMITTER:</b>	Jennifer L. Davies		
<b>Total Attachments: 1</b>			
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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 THE BEAUTY IN HEAT and Registration No. 2,701,429 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 March 26, 2003.

CONOPCO, INC. dba HELENE CURTIS

By: 

Name: Kenneth C. Leonard

Title: Assistant Secretary