

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| 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. | | 12/10/2003 | CORPORATION: NEW YORK |

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| RECEIVING PARTY DATA | |
| Name: | Helene Curtis, Inc. |
| Street Address: | 501 Silverside Road |
| City: | Wilmington |
| State/Country: | DELAWARE |
| Postal Code: | 19809 |
| Entity Type: | CORPORATION: DELAWARE |

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| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 2792794 | SILK BLOSSOM |

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| 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 |

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| NAME OF SUBMITTER: | Jennifer L. Davies |
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| Total Attachments: 1 source=silk blossom#page1.tif |
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CH \$40.00 2792794

RECORDED: 08/24/2004

TRADEMARK
REEL: 002921 FRAME: 0971