

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Australian Gold, Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State - Indiana
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Execution Date(s) September 28, 2004

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Helene Curtis, Inc.

Internal \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: 501 Silverside Road

City: Wilmington

State: Delaware

Country: United States Zip: 19809

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship Delaware
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s) \_\_\_\_\_

2,594,734

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

SUNSILK

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Roland Rodriguez

Internal Address: \_\_\_\_\_

Unilever United States, Inc.

Street Address: 700 Sylvan Ave

City: Englewood Cliffs

State: New Jersey Zip: 07632-3100

Phone Number: (201) 894-2725

Fax Number: (201) 894-2727

Email Address: roland.rodriguez@unilever.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$** 40

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 21-0043

Authorized User Name Roland Rodriguez

**9. Signature:**

Roland Rodriguez  
Signature

10/29/04  
Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA

TRADEMARK

CH \$40.00 210043 2694234

Exhibit 1U.S. TRADEMARK ASSIGNMENT

WHEREAS, AUSTRALIAN GOLD, INC., an Indiana corporation (hereinafter "Assignor"), is owner of rights to the trademark SUNSILK in the United States and U.S. Registration No. 2594734 therefor; and

WHEREAS, HELENE CURTIS, INC., a Delaware corporation (hereinafter "Assignee"), is desirous of acquiring said trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to Assignee all right, title and interest in and to said trademark and registration therefor, together with the goodwill of the business symbolized by said trademark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Agreement to be executed effective as of this 28 day of September, 2004.

AUSTRALIAN GOLD, INC.

By: Leslie A. Hartlieb

Name: Leslie A. Hartlieb

Title: CEO / President