

U.S. TRADEMARK ASSIGNMENT

WHEREAS, WALDEN-HAYS, INC., a New York corporation (hereinafter "Assignor"), is owner of the trademark UNLIMITED and U.S. registration no. 2425432 therefor; and

WHEREAS, Conopco, Inc., a corporation organized under the laws of the State of New York, with offices located at 205 N. Michigan Avenue, Chicago, IL 60601 (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 9 day of November, 2004.

WALDEN-HAYS, INC.

By: _____

Name: _____

Title: _____

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