

7/27/04

REC

07-30-2004

HEET

OMB No. 0651-0011 (exp. 4/94)



Tab settings

To the Honorable Commissioner of Patents

102802820

attached original documents or copy thereof.

1. Name of conveying party(ies):

LONOPCO, INC. dba LEVER BROTHERS
COMPANY

- Individual(s)
- General Partnership
- Corporation-State NEW YORK
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

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

Execution Date: DECEMBER 10, 2003

2. Name and address of receiving party(ies)

Name: CHESEBROUGH-POND'S INC.

Internal Address:

Street Address: 501 SILVERSIDE ROAD

City: WILMINGTON State: DE ZIP: 19809

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State DELAWARE
- Other

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)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2792192

Additional numbers attached? Yes No

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

Name: ROWENA DELEON

Internal Address: UNILEVER

Street Address: 33 BENEDICT PLACE

City: GREENWICH State: CT ZIP: 06830

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

03-1595

(Attach duplicate copy of this page if paying by deposit account)

07/29/2004 EDCOOPER 00000025 031595 2792192

DO NOT USE THIS SPACE

01 FF:8521 40.00 BA

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

ROWENA DELEON

Name of Person Signing

Signature

JULY 25, 2004

Date

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK ASSIGNMENT

WHEREAS, CONOPCO, INC. dba LEVER BROTHERS COMPANY, a New York corporation, having its principal place of business at 390 Park Avenue, New York, New York 10022 (hereinafter "ASSIGNOR"), has adopted and is using the mark BERRY FUSION, Registration No. 2,792,192, which is registered in the United States Patent and Trademark Office.

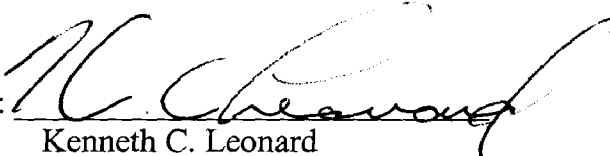
WHEREAS, CHESEBROUGH-POND'S INC., a Delaware corporation, having a place of business at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter "ASSIGNEE"), is desirous of acquiring ownership of said mark and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR do hereby assign to ASSIGNEE, all its right, title and interest in and to said mark the registration therefor, together with the goodwill of the business symbolized by said mark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of this 10th day of December, 2003.

CONOPCO, INC. dba
LEVER BROTHERS COMPANY

Date: DECEMBER 10, 2003

By: 
Kenneth C. Leonard
Assistant Secretary