

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):

Conopco, Inc.

- Individual(s)
- General Partnership
- Corporation-State New York
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Execution Date(s) May 8, 2005

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Unilever Supply Chain, Inc.

Internal Address: _____

Address: _____

Street Address: 1 John Street

City: Clinton

State: Connecticut

Country: USA Zip: 06413

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other

Citizenship _____
Citizenship _____
Citizenship _____
Citizenship Delaware
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)

2,700,941 and 39 others

Additional sheet(s) attached? Yes No

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

AXE and 39 others

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 Avenue

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:

40

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$1015

- 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
Roland Rodriguez

January 5, 2005

Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 4

Documents to be recorded (including cover sheet) should be faxed to (703) 306-6095, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

(571) 273-0170 TRADEMARK

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CH \$1015.00 210043 2700941

SCHEDULE A

TRADEMARK	REGISTRATION #
AXE	2,700,941
AXE (Stylized)	2,754,454
AXE APOLLO	2,667,299
AXE APOLLO (and Design)	2,754,152
AXE ESSENCE	2,817,338
AXE ESSENCE (and Design)	2,932,748
AXE KILO	2,815,184
AXE KILO (and Design)	2,754,153
AXE ORION (and Design)	2,754,154
AXE PHOENIX (and Design)	2,723,520
AXE VODOO (and Design)	2,744,435
"BRISK"	869,466
COOL COTTON	2,818,360
COTTON BLISS	2,940,647
ESSENCE (and Design)	2,840,254
FRESH RAIN	2,898,513
FRESH RAIN	2,898,524
GOOD LUCK	48,908
KANGA MOO	848,747
KAOLA (Stylized)	610,477
KAORICH	900,882
LIPTON	505,985
LIPTON	826,202
LIPTON FROSTEA (Stylized)	841,328
Miscellaneous Design	501,081
MORNING BREEZE	2,919,356
ORION	2,673,262
PHOENIX	2,643,349
QUIETLY CHAMOMILE	1,250,599
SPATINI	846,394
SQUEEZE OUT THE BEST	2,848,199
TASTE, NOT TECHNOLOGY	2,626,096

THE "BRISK" TEA (Stylized)	627,497
THE AXE EFFECT	2,830,761
THOMAS J. LIPTON (Stylized)	501,082
TURKEY, NOT TECHNOLOGY	2,106,531
TWISTER	1,964,204
UNLIMITED	2,425,432
VIM	2,457,404
VOODOO	2,643,237

TRADEMARK ASSIGNMENT

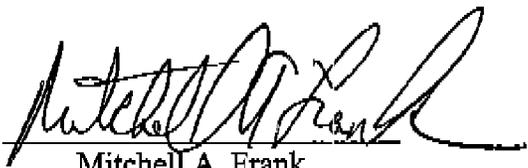
WHEREAS, Conopco, Inc., a New York corporation, of 33 Benedict Place, Greenwich, Connecticut 06830 (hereinafter "ASSIGNOR") is owner of the trademarks on the attached Schedule A (hereinafter referred to as "Trademarks") registered with the United States Patent and Trademark Office; and

WHEREAS, Unilever Supply Chain, Inc., a Delaware corporation, of 1 John Street, Clinton, Connecticut 06413, (hereinafter "ASSIGNEE"), is desirous of acquiring said Trademarks.

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 Trademarks, together with the goodwill of the business symbolized by said Trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 8th day of May, 2005.

CONOPCO, INC.

By: 

Mitchell A. Frank
Assistant Secretary