

05-24-2006

DEPARTMENT OF COMMERCE
as Patent and Trademark Office

5.15.06 RECORD,
TRAI



103243749

the new address(es) below.

To the Director of the U. S. Patent and Trademark

1. Name of conveying party(ies)/Execution Date(s):
Conopco, Inc.

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Lomamead Brands, Inc.

Internal Address: 175 Cooper Avenue

Street Address: _____

City: Tonawanda

State: NY

Country: _____ Zip: 14150

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)

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

Citizenship (see guidelines) New York

Execution Date(s) April 26, 2006

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

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

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)

See Schedule A

Additional sheet(s) attached? Yes No

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

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

Name: Neal L. Slifkin

Internal Address: Harris Beach PLLC

Street Address: 99 Gamsey Road

City: Pittsford

State: NY Zip: 14534

Phone Number: (585) 419-8636

Fax Number: (585) 419-8813

Email Address: _____

6. Total number of applications and registrations involved:

9

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 240.00

- 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 08-0865

Authorized User Name _____

9. Signature: _____

Neal Slifkin

5/11/06

Signature

Date

Neal L. Slifkin

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) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1480, Alexandria, VA 22313-1450

05/23/2006 BYRNE 00000212 857632

01 FC:8521 40.00 DP
02 FC:8522 200.00 DP



05-15-2006

U.S. Patent & TMO/TM Mail RptDt. #72

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TRADEMARK
REEL: 003357 FRAME: 0727

CH \$240.00 080865 0857632

SCHEDULE A

<u>TRADEMARKS</u>	<u>REGISTRATION NOS.</u>	<u>REGISTRATION DATES</u>
AQUA NET	857,632	24-Sep-2008
FINESSE	2,751,188	12-Aug-2013
FINESSE	1,256,560	08-Nov-2003
FINESSE TOUCHABLES	2,263,556	20-Jul-2009
FINESSE	1,255,753	01-Nov-2013
SOMETIMES YOU ...	1,345,463	02-Jul-2005
FINESSE	1,486,618	03-May-2008
FINESSE PLUS	1,919,193	19-Sep-2005
FINESSE	2,112,398	11-Nov-2007

EXECUTION COPY

GENERAL INTELLECTUAL PROPERTY AND
TECHNOLOGY ASSIGNMENT

This GENERAL INTELLECTUAL PROPERTY AND TECHNOLOGY ASSIGNMENT is made this 26th day of April, 2006 (this "Assignment"), by CONOPCO, INC., a New York corporation, with an office at 33 Benedict Place, Greenwich, Connecticut 06830 ("Assignor"), to LORNAMEAD BRANDS, INC., a Delaware corporation, with an address at 175 Cooper Avenue, Tonawanda, New York 14150 ("Assignee").

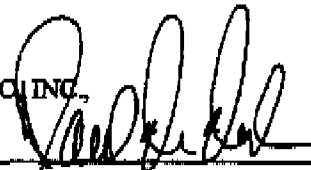
WHEREAS, pursuant to the terms of the Asset Purchase Agreement dated as of March 24, 2006 (the "Asset Purchase Agreement"; capitalized terms used but not defined in this Assignment shall have the meanings assigned to them in the Asset Purchase Agreement), between Assignor and Assignee, Assignor has agreed to sell, transfer, assign and deliver, or cause the Seller Affiliates to sell, transfer, assign and deliver, to Assignee the Transferred Intellectual Property and Transferred Technology.

NOW, THEREFORE, in consideration of the premises contained herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor by these presents does hereby sell, assign, transfer and set over unto Assignee, its successors, legal representatives and assigns all its common law and statutory right, title and interest in the Transferred Intellectual Property and the Transferred Technology.

Assignor shall execute such individual confirmatory assignment deeds, change of name or address certificates or other documents prepared by Assignee, at Assignee's expense, necessary for the effectuation or recordation of this Assignment.

This Assignment shall be effective as of the date first above written.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by Assignor's duly authorized officer and its seal to be affixed as of the date first above written.

CONOPCO, INC.
by 
Name: Paul McMahon
Title: Vice President

[[NYCORP-299897]]