



To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

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

# TRADEMARK ASSIGNMENT

This Assignment made effective as of May 8, 2005, is by and between Conopco, Inc., a New York corporation, with an address at 205 N. Michigan Avenue, Chicago, IL 60610 (“Assignor”) and Unilever Supply Chain, Inc., a Delaware corporation with an address at 1 John Street, Clinton, CT 06413 (“Assignee”).

WHEREAS, Assignor is the owner of the Mark and the corresponding U.S. Trademark Application listed on the attached Schedule A (hereinafter the “Application”); and

WHEREAS, Assignee is 100% owned by Assignor; and

WHEREAS, Assignee desires to acquire all of the Assignor’s right, title and interest in and to the Application; and

WHEREAS, Assignor now desires to transfer the Application to Assignee.

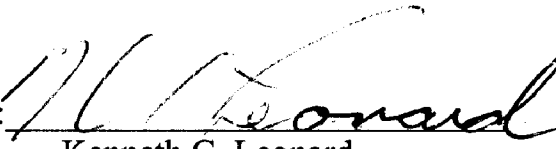
In consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee, all of Assignor’s right, title, and interest in and to the Application, together with the business, or portion thereof, to which the Application pertains, the goodwill symbolized by use of the Application, and the right to sue third parties for and recover damages from past and future infringement of the Application.

All covenants and obligations herein shall be binding on and inure to the benefit of the Assignor, Assignee and their respective successors and permitted assigns.

Assignor hereby authorizes the Commissioner of Patents and Trademarks of the United States, to record this Assignment, and to issue or transfer said Application to the Assignee as owner of all right, title and interest therein, or otherwise as the Assignee may direct, in accordance with the terms of this Assignment.

IN WITNESS WHEREOF, this Assignment has been executed by the parties effective as  
of the 8<sup>th</sup> day of May, 2005.

CONOPCO, INC.  
dba UNILEVER

By:   
Kenneth C. Leonard  
Assistant Secretary

SCHEDULE A

MARK

APPLICATION NO.

HOW DIRTY GUYS GET CLEAN

78/543,154