

Tab settings



To the Honorable Commissioner of Patents

103329429

attached original documents or copy thereof.

1. Name of conveying party(ies):

A & F Pears Limited
Portman Square Hesketh House
London, W1, United Kingdom

10-18-06

- Individual(s)
- General Partnership
- Corporation - ~~State~~
- 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: 7/12/2005

2. Name and address of receiving party(ies)

Name: Unilever N.V.

Internal Address:

Street Address: Weena 455

City: 3013 AL Rotterdam State: Netherlands ZIP:

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation - ~~State~~ The Netherlands
- 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)

OCT 13 2006

B. Trademark Registration No.(s)

PEARS Reg. No. 2602158
PEARS Reg. No. 1293740
PEARS Reg. No. 1539972

Additional numbers attached? Yes No

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

Name: Kenneth Leonard

Internal Address: Unilever

10/26/2006 DBYRNE 00000039 210043 2602158

01 FD:8521 40.00 DA
02 FD:8522 50.00 DA

Street Address: 33 Benedict Place

City: Greenwich State: CT ZIP: 06830

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

21-0043

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

DO NOT USE THIS SPACE

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.

Mary A. Cassidy
Name of Person Signing

Mary A. Cassidy
Signature

10/17/2006
Date

Total number of pages including cover sheet, attachments, and document: 5

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

UNITED STATES OF AMERICA

THIS ASSIGNMENT is made this 12th day of July Two thousand and Five

BETWEEN: A & F Pears Limited

a Company duly incorporated under the laws of England and Wales, of **Unilever House, Blackfriars, London, England** (hereinafter called "the Assignor") of the one part;

AND

UNILEVER N.V. a Company duly incorporated under the laws of England and Wales, of **Weena 455, 3013 AL Rotterdam, The Netherlands**, (hereinafter called "the Assignee") of the other part.

WHEREAS

- a) The Assignor is the Registered Proprietor of the Trade Marks in the **United States of America**, details of which are set out in the Schedule hereto, (hereinafter called "the Trade Mark").
- b) The Parties have agreed upon the Assignment of the Trade Mark with the goodwill therein.

NOW THIS ASSIGNMENT WITNESSETH as follows:-

1. In consideration of £1.00 (One Sterling Pound) now paid by the Assignee to the Assignor (receipt and sufficiency of which the Assignor hereby acknowledges) the Assignor as beneficial owner hereby assigns and conveys unto the Assignee **ALL THE** property right title and interest in the Trade Mark **TOGETHER WITH** the goodwill of the business concerned in the goods for which the Trade Mark is registered, and all rights of actions powers and benefits either belonging to the same or accrued and **TO HOLD** the same unto the Assignee its successors and assigns absolutely.


IN WITNESS WHEREOF the Parties have executed this Assignment the day and year first above written.

SCHEDULE OF TRADE MARKS HEREINBEFORE REFERRED TO

<u>Trade Mark</u>	<u>Reg. No.</u>	<u>Class</u>
PEARS	2602158	03
PEARS	1293740	03
PEARS	1539972	03

Signed for and on behalf of: **A & F PEARS LIMITED**

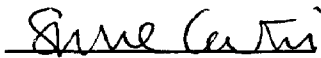
by Joseph Sullivan



(Duly Authorised)

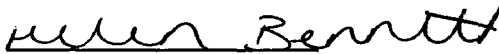
Signed for and on behalf of: **UNILEVER N.V.**

by Susan Mary Curtis



(Duly Authorised)

by Helen Georgina Bennett



(Duly Authorised)



Unilever

October 17, 2006

Commissioner of Trademarks
P.O.Box 1451
Alexandria, VA 22313-1451

Mail Stop Assignment Recordation Services

Gentlemen:

Re: Trademark Assignment between A & F Pears Limited and
Unilever NV

Enclosed is an Assignment document from A & F Pears Limited to
Unilever NV for the trademarks PEARS, Reg. Nos. 2602158, 1293740 and
1539972.

Please charge Deposit Acct. 21-0043 for this assignment. Please
acknowledge receipt of the Assignment document by returning the attached
self-addressed, stamped postcard.

Yours truly,

Mary A. Cassidy
Senior Legal Assistant

Encl.



10-18-2006

U.S. Patent & TMO/c/TM Mail RptDt: #11

Unilever Home & Personal Care - USA
33 Benedict Place Greenwich, Connecticut 06836-5308
Telephone (203) 661-2000

TRADEMARK
REEL: 003418 FRAME: 0457

