

REEL: 003504 FRAME: 0737

# TRADEMARK ASSIGNMENT

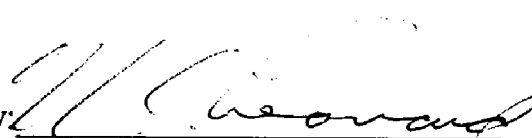
WHEREAS, CONOPCO, INC., a corporation duly organized and existing under the laws of the State of New York with offices at 33 Benedict Place, Greenwich, CT 06830 (hereinafter "Assignor"), is owner of rights to the trademark LIP THERAPY, Reg. No. 1,318,877; and

WHEREAS, UNILEVER SUPPLY CHAIN, INC., a corporation duly authorized and existing under the laws of the State of Delaware with its offices at 1 John Street, Clinton, CT 06413 (hereinafter "Assignee"), is desirous of acquiring the Trademark.

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 Trademark together with the goodwill of the business symbolized by said Trademark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as of this 14th day of March, 2007.

CONOPCO, INC.

By:   
Kenneth C. Leonard  
Assistant Secretary



March 15, 2007

Mail Stop Assignment Recordation Services  
Director of the United States Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Gentlemen:

Re: Assignment of Trademark Registrations from  
Conopco, Inc. to Unilever Supply Chain, Inc.

Enclosed is an Assignment document from Conopco, Inc. dba to Unilever Supply Chain, Inc. for the trademark registration LIP THERAPY, Reg. No. 1,318,877.

Please charge Deposit Account No. 21-0043 in the amount of \$40.00 for this assignment.

Please acknowledge receipt of the Assignment document by returning the attached self-addressed, stamped postcard.

Yours truly,

A handwritten signature in cursive script that reads 'Mary A. Cassidy'.

Mary A. Cassidy  
Senior Legal Assistant

Attachments

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

RECORDED: 03/15/2007

TRADEMARK  
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