

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Walden-Hays, Inc.		04/15/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Unilever Supply Chain, Inc.		
Street Address:	1 John Street		
City:	Clinton		
State/Country:	CONNECTICUT		
Postal Code:	06413		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3218493	FEVER	
CORRESPONDENCE DATA			
Fax Number:	(201)894-2727		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2018944000		
Email:	ken.leonard@unilever.com		
Correspondent Name:	Kenneth C. Leonard		
Address Line 1:	700 Sylvan Avenue		
Address Line 4:	Englewood Cliffs, NEW JERSEY 07632		
ATTORNEY DOCKET NUMBER:	Y0759-00660		
NAME OF SUBMITTER:	Kenneth C. Leonard		
Signature:	/ken leonard/		
Date:	04/22/2008		

CH 3218493 \$40.00



U.S. TRADEMARK ASSIGNMENT

WHEREAS, Walden-Hays, Inc., a New York corporation with an address at 853 Broadway, New York, New York 10003 (hereinafter "Assignor"), is owner of the trademark FEVER and U.S. Registration No. 3218493 therefor; and

WHEREAS, Unilever Supply Chain, Inc., a Delaware corporation with an address at 1 John Street, Clinton, Connecticut 06413 (hereinafter "Assignee"), is desirous of acquiring said 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 and application therefor, including the right to sue any third party for past infringement, together with the goodwill of the business symbolized by said trademark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Agreement to be executed effective as of this 15 day of April, 2008.

WALDEN-HAYS, INC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

*[Signature]*  
Tony YARBOROUGH  
VP