

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Unilever N.V.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State- Netherlands
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Execution Date(s) May 5, 2005

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Lipton Investments, Inc.

Internal Address: \_\_\_\_\_

Street Address: 501 Silverside Road

City: Wilmington

State: Delaware

Country: USA Zip: 19809

- 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)

**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)

2,448,027

Additional sheet(s) attached?  Yes  No

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

ICE CREAM THAT'S LOADED!

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

Name: Roland Rodriguez

Internal Address: \_\_\_\_\_

Unilever United States, Inc.

Street Address: 700 Sylvan Avenue

City: Englewood Cliffs

State: New Jersey Zip: 07632

Phone Number: (201) 894-2725

Fax Number: (201) 894-2727

Email Address: roland.rodriguez@unilever.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00**

- 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 21-0043

Authorized User Name Roland Rodriguez

**9. Signature:**

Roland Rodriguez  
Signature  
Roland Rodriguez

April 29, 2008

Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

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 1450, Alexandria, VA 22313-1450

CH \$40.00 210043 2448027

**ASSIGNMENT OF TRADEMARK**


**WHEREAS**, UNILEVER N.V., a Netherlands corporation with an address at 455 Weena, Rotterdam, The Netherlands 3013AL (hereafter "Assignor") is the owner of the trademark ICE CREAM THAT'S LOADED! (hereafter "the Trademark"), which is registered in the United States Trademark Office under Reg. No. 2,448,027 (hereafter "the Registration"); and

**WHEREAS**, LIPTON INVESTMENTS, INC., a Delaware corporation with an address at 501 Silverside Road, Wilmington, Delaware 19809 (hereafter "Assignee") is desirous of acquiring the Trademark and the Registration; and

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademark and the Registration.

**IN TESTIMONY WHEREOF**, Assignor has caused this assignment to be executed effective as of the fifth day of May, 2005.

UNILEVER N.V.

By 

Name: Mitchell A. Frank

Title: Attorney for Registrant