

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
Unilever Israel Foods Ltd		07/21/2009	limited company: ISRAEL
RECEIVING PARTY DATA			
Name:	Unilever N.V.		
Street Address:	Weena 455		
City:	Rotterdam 3013 AL		
State/Country:	NETHERLANDS		
Entity Type:	naamloze vennootschap: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77669927	TELMA	
CORRESPONDENCE DATA			
Fax Number:	(212)310-1659		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2126264557		
Email:	nyctrademarks@bakernet.com		
Correspondent Name:	Lisa W. Rosaya - Baker & McKenzie LLP		
Address Line 1:	1114 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	39193324.05 AU01SEC		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

CH \$40.00 77669927

NAME OF SUBMITTER:	April Rademacher
Signature:	/ar/
Date:	09/02/2009
Total Attachments: 2 source=Assignment of TELMA#page1.tif source=Assignment of TELMA#page2.tif	

ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, Unilever Israel Foods Ltd., an Israeli limited company, having an address at 52 Julius Simon Street, Haifa 31006, Israel ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from Unilever N.V., a Netherlands naamloze vennootschap, having an address at Weena 455, Rotterdam 3013AL, Netherlands ("Assignee"), on this 21 day of July 2009, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and/or applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks")

to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignee had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

Unilever Israel Foods Ltd.

Unilever Israel Foods Limited

By: Nir Hurav

Name: Nir Hurav

Title: Legal Counsel

EXHIBIT A

REG. NO./ APP. NO.	TRADEMARKS
77669927	TELMA