

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/06/2010

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
KIWI EUROPEAN HOLDINGS B.V.		10/24/2011	COMPANY: NETHERLANDS

RECEIVING PARTY DATA

Name:	UNILEVER N.V.
Street Address:	Weena 455, 3013AL
City:	Rotterdam
State/Country:	NETHERLANDS
Entity Type:	COMPANY: NETHERLANDS

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2998079	VITAPOINTE
Registration Number:	0586661	VITAPOINTE

CORRESPONDENCE DATA

Fax Number: (212)310-1659
 Phone: 212 626 4557
 Email: nyctrademarks@bakermckenzie.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: Lisa W .Rosaya
 Address Line 1: 1114 Avenue of the Americas
 Address Line 2: Baker & McKenzie LLP
 Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: 39185843-000030

DOMESTIC REPRESENTATIVE

900205390

**TRADEMARK
 REEL: 004647 FRAME: 0465**

CH \$65.00 2998079

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Lisa W. Rosaya
Signature:	/lwr/
Date:	10/24/2011
Total Attachments: 2 source=TRADE MARK ASSIGNMENT - KIWI EUROPEAN HOLDINGS BV TO UNILEVER N V#page1.tif source=TRADE MARK ASSIGNMENT - KIWI EUROPEAN HOLDINGS BV TO UNILEVER N V#page2.tif	

ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, Kiwi European Holdings B.V., a Dutch company, having an address at Vleutensevaart 100, Utrecht, 3532 AD, Netherlands ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from Unilever N.V., a Dutch company having an address at Weena 455, 3013 AL, Rotterdam, the Netherlands ("Assignee"), and pursuant to a certain Purchase and Sale Agreement entered into as of 6 December 2010 by and between Unilever N.V. and Unilever plc on the one hand, and Sara Lee Corporation on the other, 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 applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks")

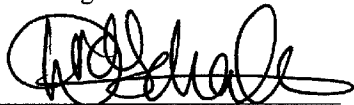
to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the 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 Assignor 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.

Kiwi European Holdings B.V.

By: _____




Name:

Title:

Meester van der Gulik
Aronay 00111111
Fonds 00111111

EXHIBIT A

Country	Trademark	TM Logo	Classes	Application No.	Application date	Registration No.	Registration Date
United States of America	VITAPORTE		3	78460892	3 Aug 2004	2998079	20 Sep 2005
United States of America	VITAPORTE		3	71644153	16 Mar 1953	586661	9 Mar 1954

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RECORDED: 10/24/2011

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