

10-30-1998

REGISTRATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



100863920

Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

MLO 10-22-98

Kelly Pioneer Group, Inc.

- Individual(s)
- General Partnership
- Corporation-State New York
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

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

Execution Date: September 1, 1998

2. Name and address of receiving party(ies)

Name: Conopco, Inc. dba Helene Curtis

Internal Address:

Street Address: 325 N. Wells Street

City: Chicago State: IL ZIP: 60610

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- Other

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)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,155,969

10/29/1998 SBURMS 00000097 210043 2155969

01 FC:481 40.00 CH

Additional numbers attached? Yes No

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

Name: Rowena S. DeLeon

Internal Address:

Street Address: 390 Park Avenue

City: New York State: NY ZIP: 10022

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

21-0043

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Rowena S. DeLeon
Name of Person Signing

Signature

October 21, 1998
Date

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

Mail documents to be recorded with required cover sheet information to:

TRADEMARK
REEL: 1805 FRAME: 0747

TRADEMARK ASSIGNMENT

Assignment effective as of September 1, 1998 between KELLY PIONEER GROUP, INC., located at 1270 Avenue of the Americas, New York, New York 10020, (hereinafter referred to as "Assignor"), and CONOPCO, INC. dba HELENE CURTIS, a New York corporation located at 325 N. Wells Street, Chicago, Illinois 60610-4791 ("Assignee").

WHEREAS, Assignor is the owner of the trademark LINKS and the following trademark registration in the United States Patent and Trademark Office (hereinafter the "Trademark"):

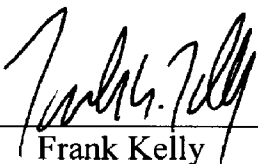
<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
LINKS	2,155,969	May 12, 1998

WHEREAS, Assignee is desirous of acquiring said Trademark and the registration therefor;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged Assignor does hereby assign unto the Assignee all right, title and interest in and to the Trademark, together with the good will of the business symbolized by the Trademark, and the above identified registration therefor.

IN WITNESS WHEREOF, Assignor hereby executes this Assignment effective as of the day and year first above written.

KELLY PIONEER GROUP, INC.

By: 

Frank Kelly
President