

10-31-2000



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TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New 9.25.
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
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Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/ASST

Composed of

Address (line 1)

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City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other

Citizenship/State of Incorporation/Organization

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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

(212) 906-3385

Name

Eric McCormick, Esq.

Address (line 1)

Unilever Legal Department

Address (line 2)

390 Park Avenue

Address (line 3)

19th floor

Address (line 4)

New York, New York 10022

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

2

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

1,459,784	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

21-0043

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Mark Ninehan

Name of Person Signing



Signature

9/25/00

Date Signed

ASSIGNMENT

WHEREAS, Key Brands International, Ltd. d/b/a Key Distributors, Inc., a California corporation located and doing business at 16035 East Arrow Highway, Irwindale, California 91706 (“Assignor”), is the owner of the following trademark now registered in International Class 3:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>DATE OF REGISTRATION</u>
DO IT	1,459,784	October 6, 1987

WHEREAS, Conopco, Inc. d/b/a Helene Curtis, a New York corporation located and doing business at 325 N. Wells Street, Chicago, Illinois 60610 (“Assignee”), is desirous of acquiring said registered trademark and all associated goodwill in said trademark; and

WHEREAS, to the best of Assignor’s knowledge no proceedings to cancel the registration are pending and no other party makes a claim of ownership to this registration;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named registration therefor, together with the goodwill of the business symbolized by said trademark and with all claims that could be asserted by Assignor arising out

of or relating to the use or ownership of said trademark, including the right to sue for past infringement.

KEY BRANDS INTERNATIONAL, LTD.
d/b/a
KEY BRANDS DISTRIBUTORS, INC.

By: Harvey Vechery
[Signature]

Name: HARVEY VECHERY
[Printed or typed]

Title: PRESIDENT

Date: SEPTEMBER 6, 2000

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