

08-06-2002



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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings

102179526

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

PRECISION CONSUMER PRODUCTS

7-25-02

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

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

2. Name and address of receiving party(ies)

Name: CONOPCO, INC.

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

Street Address: 33 BENEDICT PLACE

City: GREENWICH State: CT ZIP: 06830

- 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

3. Nature of conveyance:

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

Execution Date: MAY 31, 2002

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2457404

Additional numbers attached?  Yes  No

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

Name: ROWENA DELEON

Internal Address: UNILEVER HPC

Street Address: 33 BENEDICT PLACE

City: GREENWICH State: CT ZIP: 06830

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:

03-1595

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

08/05/2002 GTDN11 00000222 031595 2457404

DO NOT USE THIS SPACE

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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 DELEON

Name of Person Signing

Signature

7/25/02

Date

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

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002555 FRAME: 0376

EXHIBIT A

ASSIGNMENT

WHEREAS, Precision Consumer Products, a New Jersey corporation located and doing business at 152 Madison Avenue, Suite #801, New York, New York 10016 ("Assignor"), has used the mark VIM for laundry and dish detergents, fabric softeners and all purpose cleaners since at least as early as June 14, 2000 and is the owner of all rights in said trademark including without limitation, Registration No. 2,457,404; and

WHEREAS, Conopco, Inc., a New York corporation with an address at 33 Benedict Place, Greenwich, Connecticut 06830 ("Assignee"), is desirous of acquiring said trademark and all associated goodwill in said trademark; and

WHEREAS, to the best of Assignor's knowledge no other party makes a claim of ownership of this trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of May 31, 2002, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and Registration No. 2,457,404, 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.

PRECISION CONSUMER PRODUCTS

By: Mitchell Melamed 6-5-02  
[Signature]

Name: Mitchell Melamed  
[Printed or typed]

Title: Pres.

NYV132170.1