

MRO

REC'D

08-09-2002

HEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

7.31.02



Tab settings

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To the Honorable Commissioner of Patents and Trademarks, please forward the attached original documents or copy thereof.

1. Name of conveying party(ies):

Van den Bergh Italiana FINANCE SpA

- Individual(s)
- General Partnership
- Corporation - State Italy
- Other

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

2. Name and address of receiving party(ies)

Name: Un. Lever Bestfoods Italia S.p.A.

Internal Address:  
Street Address: Via Nino Bonnet 10  
City: Milan State: Italy ZIP: CA 20154

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation - State Italy
- 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: January 1, 2002

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

A. Trademark Application No.(s)

76/336634 and 5 others

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

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

Name: Poland Rodriguez

Internal Address: Un. Lever United States, Inc

Street Address: 390 Park Avenue

City: New York State: NY ZIP: 10022

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41).....\$ 165

- 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)

08/08/2002 6TON11 00000104 210043 76336634

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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.

Poland Rodriguez  
Name of Person Signing

Poland Rodriguez  
Signature

7/31/02  
Date

Total number of pages including cover sheet, attachments, and document: 4

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

Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK

REEL: 002558 FRAME: 0819

■■■

**SCHEDULE A**

**TRADEMARK**

**SER. NO.**

BERTOLLI LUCCA  
And Design

76/336634

BERTOLLI LUCCA CLASSICO  
Label and Design

76/134951

BERTOLLI LUCCA EXTRA VIRGIN  
Label and Design

76/135203

BERTOLLI LUCCA GENTILE AL PALATO  
Label and Design

76/135226

BERTOLLI RISERVA  
and Design

76/351600

BERTOLLI SMERALDO

76/351537

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE

Eric W. McCormick, Mitchell A. Frank and Kenneth C. Leonard, of Lever House, 390 Park Avenue, 19th floor, New York, New York 10022 are designated as Unilever Bestfoods Italia S.r.l.'s representatives upon whom notices or process in proceedings affecting this trademark assignment recordation may be served.

POWER OF ATTORNEY

Unilever Bestfoods Italia S.r.l., a corporation organized under the laws of Italy, having its address at Via Nino Bonnet 10, Milan, Italy, hereby appoints Eric W. McCormick, Mitchell A. Frank and Kenneth C. Leonard, (212) 906-3385, members of the Bar of the State of New York, to prosecute this recordation of assignment of trademark and to transact all business in the Patent and Trademark Office in connection therewith.

UNILEVER BESTFOODS ITALIA S.r.l.

Date: 1st July 2002

By: 

Name: Daniele Bondi

Title: duly authorized

# TRADEMARK ASSIGNMENT


**WHEREAS**, Van den Bergh Italia S.p.A, a corporation of the country of Italy with an office at Via Nino Bonnet 10, CAP 20154, Milan, Italy (hereinafter called ASSIGNOR), has intended to use the marks in commerce, and has filed applications now assigned serial numbers as shown on Schedule A indicating that intention, but has not yet filed any allegations of use under Section 1(c) or 1(d) of the Trademark Act. ASSIGNOR is assigning the marks in the above identified applications as part of the entire business or portion thereof to which the marks pertain as required by Section 15 U.S.C. 1060; and

**WHEREAS**, Unilever Bestfoods Italia S.r.l., a corporation of the country of Italy with an office at Via Nino Bonnet 10, CAP 20154, Milan, Italy (hereinafter called ASSIGNEE), is desirous of acquiring said pending trademarks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to the trademarks and the applications and the goodwill of the business symbolized thereby.

**IN WITNESS WHEREOF**, ASSIGNOR has caused this assignment to be executed effective as of the 1st day of January, 2002.

VAN DEN BERGH ITALIA S.P.A.

By:   
Name Daniele Bondi

\_\_\_\_\_  
Title duly authorized