

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Conopco, Inc.		11/08/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	LC USA LLC		
Street Address:	321 North Clark St.		
Internal Address:	Suite 3400		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60610		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2550008	BETRFLAKES	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-739-5652		
Email:	chowell@morganlewis.com		
Correspondent Name:	Catherine R. Howell, Paralegal		
Address Line 1:	1111 Pennsylvania Ave., N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	059490-0001		
NAME OF SUBMITTER:	Catherine R. Howell, Paralegal		
Signature:	/Catherine R. Howell/		
Date:	12/21/2006		

CH \$40.00 2550008

Total Attachments: 2
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ASSIGNMENT

THIS ASSIGNMENT is made the 8th day of ~~November~~ Two thousand and six.

BETWEEN:-

- (1) Conopco, Inc. of 390 Park Avenue, New York, NY 10022, U.S.A. (hereinafter called "the Assignor") of the one part; and
- (2) LC USA LLC of 321 North Clark Street, Suite 3400, Chicago, IL 60610, U.S.A. (hereinafter called "the Assignee") of the other part.

WHEREAS:-

- (A) The Assignor is the beneficial owner of US Registered Trademark No. 2550008 (hereinafter referred to as "the Registered Trademark").
- (B) The parties hereto have agreed that the Assignor's rights in the Registered Trademark should be transferred by the Assignor to the Assignee for the consideration hereinafter set forth.

NOW IT IS HEREBY AGREED

I certify that this is a true copy of the original document.

Signed: *C. Marshall*

Name: **C. Marshall**

1. In consideration of the sum of US\$5.00 now paid by the Assignee to the Assignor (the receipt whereof is hereby acknowledged) the Assignor **HEREBY ASSIGNS** with full title guarantee absolutely and free from any licences, charges or other encumbrances:-

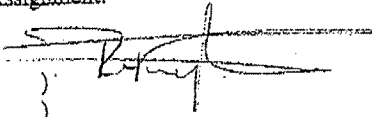
1.1 all right, title and interest in and to the Registered Trademark (including any and all divisions, reissues, continuations and extensions thereof) to the intent that grant of any registered trademark thereon shall be in the name of and shall vest in the Assignee **TOGETHER WITH** all the rights and powers arising or accrued therefrom including the right to sue for damages and other remedies in respect of any infringement of such rights; and

1.2 the right to apply for, prosecute and obtain registered trademark or similar protection throughout the world in respect of any trademark claimed in the Registered Trademark including the right to obtain priority therefrom to the intent that the grant of any registered trademark or similar protection shall be in the name of and vest in the Assignee.

2. The Assignor agrees that at the request of the Assignee it will at all times hereafter do all such acts and execute all such documents (including the making of or deposing to any declaration or oath) as may reasonably be necessary or desirable to secure the vesting in the Assignee of all rights assigned to the Assignee hereunder, to secure registration of this Assignment at the US Patent and Trademark Office and to assist in the resolution of any question concerning the Registered Trademark.

IT WITNESS of these matters this document has been executed by the parties on the date set out at the beginning of this Assignment.

Signed by **R. VAN TUIJL**
duly authorised



duly authorised for and on behalf of

Conopco, Inc.

in the presence of

(Name)

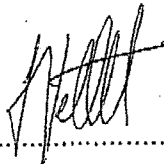
(Address)

(Occupation)

E. BOLON
Weena 455
3013 AL Rotterdam
Netherlands

Assistant trademarks counsel.

Signed by **JULIAN VEITCH**



duly authorised for and on behalf of

LC USA LLC

in the presence of

(Name)

(Address)

(Occupation)

Vickie Smits
24708 W. Durkee Rd
Channahon, IL 60410

HR Administrator