

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

10/18/2010  
 900174191

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name		Formerly	Entity Type
ELAIS-UNILEVER HELLAS SOCIETE ANONYME OF DETERGENTS, COSMETICS AND FOODS dba ELAIS-UNILEVER HELLAS S.A.			Societe Anonyme: GREECE
Execution Date		10/12/2010	
RECEIVING PARTY DATA			
Name:	Elanthi Industrial and Commercial Societe Anonyme of Foods		
Street Address:	8, Chimaras Street		
City:	Marousi, Athens		
State/Country:	GREECE		
Entity Type:	Societe Anonyme: GREECE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1273735	ALTIS	
Serial Number:	77389021	NEA FYTINI ELAIS	
Registration Number:	1273736	SOLON	
CORRESPONDENCE DATA			
Fax Number:	(212)310-1659		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2126264557		
Email:	nyctrademarks@bakermckenzie.com		
Correspondent Name:	Lisa W. Rosaya		
Address Line 1:	1114 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	39193324-000501		
DOMESTIC REPRESENTATIVE			

CH \$90.00 1273735

700449260

TRADEMARK  
 REEL: 004306 FRAME: 0670

LISA W. ROSAYA COMPANY:1114 AVENUE OF THE AMERICAS

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Lisa W. Rosaya

Signature:

/lwr/

Date:

10/18/2010

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, Elais-Unilever Hellas Societe Anonyme of Detergents, Cosmetics and Foods dba Elais-Unilever Hellas S.A., a Greek societe anonyme, having an address at 8, Chimaras Street, Marousi, Athens, Greece, ("Assignor"), further to and in connection with the demerger and division of the Assignor approved on September 1, 2009 by the Register of Societes Anonymes and Companies with Limited Liability of Greece, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from Elanthi Industrial and Commercial Societe Anonyme of Foods, a Greek societe anonyme having an address at 8, Chimaras Street, Marousi, Athens, Greece and formerly known as Liponia Marketing Services S.A. ("Assignee"), does hereby confirm the assignment, transfer, deliver and setting over to Assignee and Assignee's successors and assigns forever of the trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto; together with the whole of the good will of the business associated therewith, (the "Trademarks") to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing, by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed on the 12<sup>th</sup> day of ~~Oct~~ 2010.

Elais-Unilever Hellas Societe Anonyme of Detergents, Cosmetics and Foods dba Elais-Unilever Hellas S.A.

By: \_\_\_\_\_  
Name:  
Title:

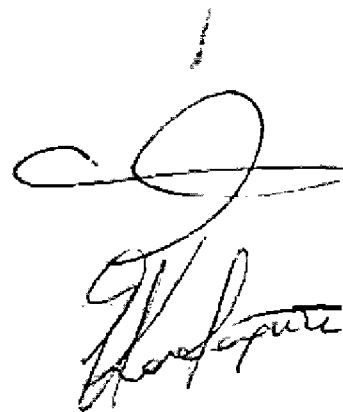
*Ioannis Giannakakis*  
General Counsel

*Elais Kanarotou*  
ELAI KANAROTOU

**ELAIS - UNILEVER HELLAS S.A.**  
SOCIETE ANONYME OF DETERGENTS, COSMETICS, FOODS  
MAIN BRANCH OFFICE: MAROUSI, ET. CR 151 25 MAROUSI, ATHENS, GREECE  
VAT: EL 996279232 - TIN: 996279232  
S.A. REGISTER No. 64270/GIAT/07/662

EXHIBIT A

TRADEMARKS	REG. NO./ APP. NO.
ALTIS	1273735
NEA FYTINI ELAIS	77389021
SOLON	1273736

A handwritten signature in black ink, appearing to be 'J. Henderson', is written on the right side of the page.