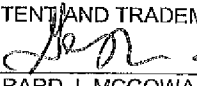


UNUS #03-0299-UNI; DM7401(V)

RECORDATION FORM COVER SHEET PATENTS ONLY		U.S. DEPARTMENT OF COMMERCE PATENT & TRADEMARK OFFICE	
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.			
1. NAME OF CONVEYING PARTY(IES): Johannes Albertus HOEKSTRA Gerardus Egbertus VAN DER KROGT ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? YES [] NO [XX]		2. NAME AND ADDRESS OF RECEIVING PARTY(IES): NAME: Unilever Bestfoods, North America, Division of Conopco, Inc. STREET ADDRESS: 800 Sylvan Avenue CITY: Englewood Cliffs STATE: NJ ZIP: 07632 ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED? YES [] NO [XX]	
3. NATURE OF CONVEYANCE: <input checked="" type="checkbox"/> ASSIGNMENT <input type="checkbox"/> SECURITY AGREEMENT <input type="checkbox"/> MERGER <input type="checkbox"/> CHANGE OF NAME <input type="checkbox"/> OTHER EXECUTION DATE: December 8, 2003; December 8, 2003			
4. APPLICATION NUMBER(S) OR PATENT NUMBER(S): 29/193,727 FILED: November 12, 2003 IF THIS DOCUMENT IS BEING FILED TOGETHER WITH A NEW APPLICATION, THE EXECUTION DATE OF THE APPLICATION IS:			
A. PATENT APPLICATION NO.(S): 29/193,727		B. PATENT NO.(S)	
ADDITIONAL NUMBERS ATTACHED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO			
5. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED: UNILEVER PATENT DEPARTMENT, 45 RIVER ROAD, EDGEWATER, NEW JERSEY 07020			
6. TOTAL NUMBER OF APPLICATIONS AND PATENTS INVOLVED: 1			
7. TOTAL FEE (37 CFR 3.41): \$40.00 <input type="checkbox"/> ENCLOSED <input checked="" type="checkbox"/> AUTHORIZED TO BE CHARGED TO DEPOSIT ACCOUNT <input checked="" type="checkbox"/> ANY DEFICIENCY OR OVERPAYMENT SHOULD BE CHARGED OR CREDITED TO DEPOSIT ACCOUNT 12-1155.			
8. DEPOSIT ACCOUNT NUMBER: 12-1155 (Duplicate copy of this page is attached for payment by deposit account)			
DO NOT USE THIS SPACE			
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. I FURTHER CERTIFY THAT THIS PAPER IS BEING FACSIMILE TRANSMITTED TO THE PATENT AND TRADEMARK OFFICE ON THE DATE SHOWN BELOW.  GERARD J. MCGOWAN, ATTORNEY FOR APPLICANT(S) REGISTRATION NO. 29,412 DATE: 7/27/04			
TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS, AND DOCUMENT: 4			
OMB NO. 0651-0011 (EXP. 4/94)			
DO NOT DETACH THIS PORTION			
MAIL DOCUMENTS TO BE RECORDED WITH REQUIRED COVER SHEET INFORMATION TO: COMMISSIONER OF PATENTS AND TRADEMARKS, BOX ASSIGNMENTS, WASHINGTON D.C. 20231 PUBLIC BURDEN REPORTING FOR THIS SAMPLE COVER SHEET IS ESTIMATED TO AVERAGE ABOVE 30 MINUTES PER DOCUMENTS TO BE RECORDED, INCLUDING TIME FOR REVIEWING THE DOCUMENT AND GATHERING THE DATA NEEDED, AND COMPLETING AND REVIEWING THE SAMPLE COVER SHEET. SEND COMMENTS REGARDING THIS BURDEN ESTIMATE TO THE U.S. PATENT AND TRADEMARK OFFICE, OFFICE OF INFORMATION SYSTEMS, P2-1000C, WASHINGTON, D.C. 20231 AND TO THE OFFICE OF MANAGEMENT AND BUDGET, PAPERWORK REDUCTION PROJECT (0651-0011), WASHINGTON, D.C. 20231			

CH \$40.00 121155 29193727

ASSIGNMENT

DM 7401 (V)

WHEREAS, I/WE, Johannes Albertus HOEKSTRA and Gerardus Egbertus VAN DER KROGT, both Dutch subjects of Nassaukade 3, 3071 JL Rotterdam, the Netherlands

have invented certain improvements in: SOUP DISPLAY ASSEMBLY

(bearing Attorney's Docket Number: **DM 7401 (V)**), which is found in

[Check and complete (a), (b) or (c)]

(a) _____ U.S. design application executed on _____

(b) X To comply with 37 CFR 3.21 for recordal of this assignment, I/WE as ASSIGNOR(S) signing below, hereby authorize and request my/our attorney, as named in the Declaration and Power of Attorney to insert below the filing date and application number when it becomes known.

U.S. application Serial No. 29/193727 filed on 11/12/03

AND WHEREAS, **UNILEVER BESTFOODS, NORTH AMERICA, DIVISION OF CONOPCO, INC.**, a corporation of **NEW YORK** having a principal place of business at **800 SYLVAN AVENUE, ENGLEWOOD CLIFFS, NEW JERSEY 07632** desires to acquire the entire right title and interest in and to the aforesaid invention, and to said United States application or any reissues, divisions, continuation, or continuation-in-part thereof, and in any Design Model which may issue therefrom;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, I/We, the undersigned, hereby sell, assign and transfer to the aforesaid.

UNILEVER BESTFOODS, NORTH AMERICA, DIVISION OF CONOPCO, INC., a corporation of **NEW YORK**, its successors and assigns, the entire right, title and interest in and to the said application and invention therein disclosed for the United States, and in and to any and all divisional, continuation, continuation-in-part, reissue or other applications describing said invention or improvements thereon, and in and to any and all Design Model of the United States which may issue from said applications or any of them, the same to be held by and for the sole and exclusive use and benefit of the said **UNILEVER BESTFOODS, NORTH AMERICA, DIVISION OF CONOPCO, INC.**, a corporation of **NEW YORK**, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Design Models to issue the said Design Model of the United States to said **UNILEVER BESTFOODS, NORTH AMERICA, DIVISION OF CONOPCO, INC.**, a corporation of **NEW YORK**, as the ASSIGNEE of the entire right, title and interest in and to the same.

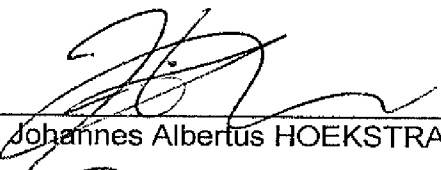
AND I/We do hereby agree to assist said **UNILEVER BESTFOODS, NORTH AMERICA, DIVISION OF CONOPCO, INC.**, a corporation of **NEW YORK**, in the prosecution of any and all said applications and in the prosecution of any and all interferences or other proceedings which may arise involving said invention, and to execute and deliver any powers of attorney, affidavits, assignments, applications, reissues, documents, or other written instruments which, in the opinion of counsel for said **UNILEVER BESTFOODS, NORTH AMERICA, DIVISION OF CONOPCO, INC.**, a corporation of **NEW YORK**, its successors and assigns, may be necessary in this country fully to secure to said **UNILEVER BESTFOODS, NORTH AMERICA, DIVISION OF CONOPCO, INC.**, a corporation of **NEW YORK** its

PATENT**REEL: 014903 FRAME: 0371**

successors and assigns, any and all said applications, inventions, improvements, Design Model, rights, titles, and interests hereby sold, assigned, transferred and conveyed.

In witness whereof, I/we have hereunto set my/our hand

Dated: 8 Dec. 2003 (1)


Johannes Albertus HOEKSTRA

Dated: 8 Dec. 2003 (2)


Gerardus Egbertus VAN DER KROGT

Notarise & Apostille

PATENT
REEL: 014903 FRAME: 0372



Seen by me, Victor Joseph Antonius Johannes Clemens van Heeswijk, civil law notary in Rotterdam, the Netherlands, for legalisation of the signatures placed on the attached document of:

- Mr Johannes Albertus Hoekstra, c/o Nassaukade 3, 3071 JL Rotterdam, the Netherlands;
- Mr Gerardus Egbertus van der Krogt, c/o Nassaukade 3, 3071 JL Rotterdam, the Netherlands.

Rotterdam, 17 December 2003



APOSTILLE

(Convention de la Haye du 5 octobre 1961)

1. Country: The NETHERLANDS

This public document

2. has been signed by

mr V.J.A.J.C. van Heeswijk

3. acting in the capacity of
notary

4. bears the stempel of

mr V.J.A.J.C. van Heeswijk te Rotterdam
Certified

5. at ROTTERDAM 6. on 18-12-2003

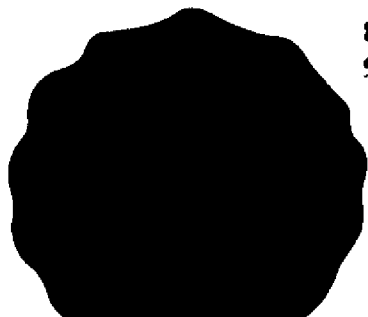
7. by the clerk of the District Court

(Griffier van de Arrondissementsrechtbank)

8. N° 140051

9. Stempel:

10. Signature:



PATENT

REEL: 014903 FRAME: 0373



Intellectual Property Group
45 River Road
Edgewater, New Jersey 07020
Main Tel.: 201-943-7100
Fax. Tel.: 201-840-8294
Direct Line 201-840-2541
E-mail: Michele.Trapp@unilever.com

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To: Assignment Branch	From: Michele Trapp
Fax No.: (703) 306-5995	Date: July 27, 2004
	No. of Pages: Cover + 4 (including cover sheet)

Message:

Re: **Request for Assignment Recordation - S/N 29/193,727**

Please direct reply fax to 201-840-8294

IF PROBLEMS OCCUR WITH THIS TRANSMISSION, PLEASE CONTACT MICHELE TRAPP AT
EXT. 2541.

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