


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): Robert HURLING ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? YES [] NO [XX]		2. NAME AND ADDRESS OF RECEIVING PARTY(IES): NAME: Conopco, Inc., d/b/a UNILEVER STREET ADDRESS: 700 Sylvan Avenue CITY: Englewood Cliffs STATE: NJ ZIP: 07632 ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED? YES [] NO [XX]	
3. NATURE OF CONVEYANCE: [XX] ASSIGNMENT [] SECURITY AGREEMENT [] MERGER [] CHANGE OF NAME [] OTHER EXECUTION DATE: June 19, 2007			
4. APPLICATION NUMBER(S) OR PATENT NUMBER(S): 11/787,694 FILED: April 17, 2007 IF THIS DOCUMENT IS BEING FILED TOGETHER WITH A NEW APPLICATION, THE EXECUTION DATE OF THE APPLICATION IS:			
A. PATENT APPLICATION NO.(S): 11/787,694		B. PATENT NO.(S)	
ADDITIONAL NUMBERS ATTACHED? [] YES [XX] NO			
5. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED: UNILEVER INTELLECTUAL PROPERTY GROUP, 700 SYLVAN AVENUE, ENGLEWOOD CLIFFS, NEW JERSEY 07632			
6. TOTAL NUMBER OF APPLICATIONS AND PATENTS INVOLVED: 1			
7. TOTAL FEE (37 CFR 3.41): \$40.00 [] ENCLOSED [XX] AUTHORIZED TO BE CHARGED TO DEPOSIT ACCOUNT [XX] 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.  <u>August 7, 2007</u> DATE MICHAEL P. ARONSON, AGENT FOR APPLICANT(S) REGISTRATION NO. 50,372 TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS, AND DOCUMENT: 3			
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			

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UNUS #
CASE #(T3170 (C))

ASSIGNMENT

WHEREAS, **Robert HURLING**, a citizen of **United Kingdom**, residing at **Unilever R&D Colworth, Sharnbrook, Bedford MK44 1LQ, United Kingdom**; , invented certain improvements in

AN IMPLICIT ATTITUDE TRAINER

(bearing Attorney's Docket Number **T3170 (C)** which is found in:

- (a) U.S. patent application executed on _____
- (b) To comply with 37 CFR 3.21 for recordal of this assignment, I/WE an 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. 11/787,694 filed on April 17, 2007.

- (c) International Application No. PCT _____ / _____

AND WHEREAS, **CONOPCO, INC., d/b/a UNILEVER**, a corporation of New York, having a place of business at 700 Sylvan Avenue, Englewood Cliffs, New Jersey 07632 desires to acquire the entire right, title and interest in the said application and invention, and improvements and to any United States and foreign patents to be obtained therefor;

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, **CONOPCO, INC., d/b/a UNILEVER**, 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 all foreign countries, and all rights of priority under the International Convention resulting from the filing of said application, 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 Letters Patent of the United States which may issue from said applications or any of them, and in and to any and all applications for patents describing said invention to countries foreign to the United States and in and to any and all patents which may be granted for said invention in said foreign

UNUS #
CASE #(T3170 (C))

countries, the same to be held by and for the sole and exclusive use and benefit of the said, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent of the United States to said, **CONOPCO, INC., d/b/a UNILEVER**, as the assignee of the entire right, title and interest in and to the same.

AND I/We do hereby agree to assist said, **CONOPCO, INC., d/b/a UNILEVER**, 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, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns, may be necessary in this or any foreign country fully to secure to said, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns, any and all said applications, inventions, improvements, Letters Patent, rights, titles and interests hereby sold, assigned, transferred and conveyed.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 19 day of June, 2007.

STATE OF)
COUNTY OF)

Robert Hurling (Seal)
Robert HURLING

On this ___ day of _____, 2007 before me came **Robert HURLING** to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

Seen by me for the LEGALISATION
of the signature/s of

Robert Hurling

Notary Public

at Bedford, England

this 19th day of June, 2007

Unilever_Assignment.doc

T A Barden

- 2 of - 2

Thomas Arthur Barden
Notary Public
My commission is for life



Unilever Patent Group
700 Sylvan Avenue
Englewood Cliffs, New Jersey 07632
Fax. Tel.: 201-894-2400
Direct Line 201-894-2141
E-mail: Michele.Trapp@unilever.com

FAX TRANSMITTAL

To: Assignment Branch	From: Michele Trapp
Fax No.: 571-273-0140	Date: August 7, 2007
	No. of Pages: Cover + 3 (including cover sheet)

Message:

Re: Request for Assignment Recordation – S/N 11/787,694

Please direct reply fax to 201-894-2400

IF PROBLEMS OCCUR WITH THIS TRANSMISSION, PLEASE CONTACT MICHELE TRAPP AT
201 894-2141

WHEN RESPONDING, TO SEND VIA FACSIMILE TRANSMISSION, PLEASE USE FAX NO.
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