



ASSIGNMENT

WHEREAS, WALDEN-HAYS, INC., a corporation organized under the laws of the State of New York, with its address at 853 Broadway, New York, New York 10003 (hereinafter called "ASSIGNOR"), is owner of the entire right, title and interest in Trademark Registration No. 2,194,189, for the mark GOLDLINX, and the entire right, title and interest in the trademark GOLDLINX for use in connection with the goods listed in Registration No. 2,194,189 (hereinafter referred to as the "TRADEMARK"), and

WHEREAS, CONOPCO, INC. dba HELENE CURTIS, a corporation organized under the laws of the State of New York, with offices located at 325 N. Wells Street, Chicago, Illinois 60610 (hereinafter called "ASSIGNEE"), is desirous of acquiring the TRADEMARK,

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE the ASSIGNOR'S entire right, title and interest, including the right to sue for past infringement, in and to the TRADEMARK, together with the goodwill of the business connected with and symbolized by the TRADEMARK.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 11th day of February, 1999.

WALDEN-HAYS, INC.

By: 

Name: ROBERT L. JACKSON

Title: President