

12-17-2001



COVER SHEET ONLY

Tab settings

To the Honorable Commission.

101918391

1 the attached original documents or copy thereof.

1. Name of conveying party(ies):

Walden Hays, Inc.

12-10-01

- Individual(s) Association General Partnership Limited Partnership Corporation-State New York Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: October 26, 2001

2. Name and address of receiving party(ies)

Name: Van den Bergh Italia SpA

Internal Address: Street Address: Via Nino Bonnetto City: Milan Country State ZIP:

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Italy Other

If assignee is not domiciled in the United States, domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,046,690 2,099,696

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Roland Rodriguez Internal Address: Un. Lever United States, Inc

Street Address: 390 Park Avenue

City: New York State: NY ZIP: 10022

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65

- Enclosed Authorized to be charged to deposit account

8. Deposit account number: 21-0043

(Attach duplicate copy of this page if paying by deposit account)

12/14/2001 6TON11 00000059 210043 2046690

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01 FC:481 40.00 CH 02 FC:482 25.00 CH

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.

Roland Rodriguez Name of Person Signing

Roland Rodriguez Signature

12/10/01 Date

Total number of pages including cover sheet, attachments, and document: 3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE

Trademark: CUCINA RISERVA CUCINA RISERVA and Design
Registration No. 2,046,690 2,099,646


Eric W. McCormick, Mitchell A. Frank and Kenneth C. Leonard, of Lever House, 390 Park Avenue, 19th floor, New York, New York 10022 are designated as Van den Bergh Italia S.p.A.'s representatives upon whom notices or process in proceedings affecting this trademark assignment recordation may be served.

POWER OF ATTORNEY

Van den Bergh Italia S.p.A., a corporation organized under the laws of Italy, having its address at Via Nino Bonnet 10, Milan, Italy, hereby appoints Eric W. McCormick, Mitchell A. Frank and Kenneth C. Leonard, members of the Bar of the State of New York, to prosecute this recordation of assignment of trademark and to transact all business in the Patent and Trademark Office in connection therewith.

VAN DEN BERGH ITALIA, S.p.A.

Date: 6th December 2001

By: 
Name: MASSIMO GRIMALDI
Title: duly authorized

ASSIGNMENT

WHEREAS, Walden-Hays, Inc., a New York corporation located and doing business at P.O. Box 1071, Cooper Station, New York, New York 10276-1071 ("Assignor"), is the owner of the following trademarks now registered in International Class 29:

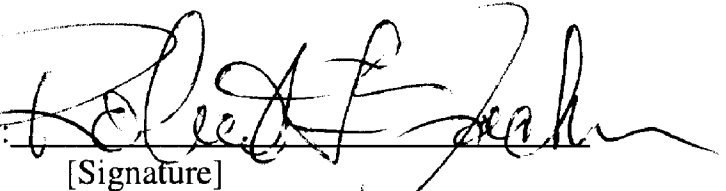
<u>TRADEMARK</u>	<u>REG. NOS.</u>	<u>DATE OF REGISTRATION</u>
CUCINA RISERVA	2,046,690	March 18, 1997
CUCINA RISERVA and Design	2,099,646	September 23, 1997

WHEREAS, Van den Bergh Italia S.p.A., an Italian corporation, located and doing business at Via Nino Bonnet 10, Milan, Italy 20154 ("Assignee"), is desirous of acquiring said registered trademarks and all associated goodwill in said trademarks; and

WHEREAS, to the best of Assignor's knowledge no proceedings to cancel the registrations are pending and no other party makes a claim of ownership to these trademarks, or the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of October 26, 2001, Assignor hereby assigns to Assignee all right, title and interest in and to said trademarks and the above-named registrations therefor, together with the goodwill of the business symbolized by said trademarks.

WALDEN-HAYS, INC.

By: 
[Signature]

Name: ROBERT L. JACKSON

Title: President

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