

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Walden-Hays, Inc.

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

Citizenship (see guidelines)

Execution Date(s) November 9, 2004

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Conopco, Inc.

Internal

Address:

Street Address: 205 N. Michigan Ave.

City: Chicago

State: Illinois

Country: United States Zip: 60601

- Association
  - General Partnership
  - Limited Partnership
  - Corporation
  - Other
- Citizenship New York

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,425,432

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

UNLIMITED

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

Name: Roland Rodriguez

Internal Address:

Unilever, United States Inc.

Street Address: 700 Sylvan Avenue

City: Englewood Cliffs

State: New Jersey Zip: 07632-3100

Phone Number: (201) 894-2725

Fax Number: (01) 894-2727

Email Address: roland.rodriguez@unilever.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 21-0093  
Authorized User Name Roland Rodriguez

**9. Signature:**

Roland Rodriguez  
Signature  
Roland Rodriguez

Nov. 10, 2004  
Date

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22303-1450

TRADEMARK

CH \$40.00 210043 2425432

**U.S. TRADEMARK ASSIGNMENT**

WHEREAS, WALDEN-HAYS, INC., a New York corporation (hereinafter "Assignor"), is owner of the trademark UNLIMITED and U.S. registration no. 2425432 therefor; and

WHEREAS, Conopco, Inc., a corporation organized under the laws of the State of New York, with offices located at 205 N. Michigan Avenue, Chicago, IL 60601 (hereinafter "Assignee"), is desirous of acquiring said trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to Assignee all right, title and interest in and to said trademark and registration therefor, together with the goodwill of the business symbolized by said trademark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Agreement to be executed effective as of this 9 day of November, 2004.

WALDEN-HAYS, INC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

*[Handwritten Signature]*  
*TONY YARBOROUGH*  
*VICE-PRESIDENT*

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